McGraw-Hill Publication

In Two Sections — Section One

March, 1923

Electrical Merchandising

The Business Magazine of the Electrical Trade

2,000,000 *People Visited Electrical Homes Last Year*

An "Electrical Home" in Your Town This Spring Will

be the most economical and effective way to interest your public and

Build Up Your Business!

See page 3158

Building a Radiola demand for YOU

REG. U.S. PAT. OFF.

DEALERS!

Important Information

On March 15, RCA starts an intensive newspaper and magazine advertising campaign announcing an entirely new plan for merchandising

RADIOLA RC
and
RADIOLA V

You can prepare to meet the unprecedented demand which this advertising will create by writing today to your nearest RCA distributor for full details of the plan.

RCA

This Symbol of Quality is Your Protection

To-Night Listen In with a Radiola RC

Tonight, thousands of homes will be "listening in" with a RADIOLA RC. Half way 'cross from coast to coast, it picks up joy, gaiety, and education from the world's own theatre.

There will be music, solos, lectures, political orations, organ recitals. From Newark, Kansas City, Schenectady, Detroit, Chicago, Springfield, Atlanta, Los Angeles. From stations near you—and from far.

The nearby broadcasting stations can always be counted upon—*but the romance is in getting the far-away messages.* RADIOLA RC is famed for its long distance performance. It is a simple compact receiver. You turn a knob and tune in. With a loud speaker, you can flood the whole room with voice and music from many parts of the country.

"There's a **Radiola** *for every purse"*

$25 to $350, according to type, range and purpose for which the receiving set is intended.

RADIOLA RC takes but half an hour to install. If you don't know the address of your nearest RCA dealer, write us and we will tell you. We shall be glad to send you our free illustrated booklet that tells all about every Radiola.

Carelton C. Jones, of Glenn Summit, Pa., writes about his Radiola R C

"You will be pleased to know that I have listened to programs broadcasted from the following stations

"Pittsburgh, Newark, Buffalo, Schenectady, Detroit, Indianapolis, Cleveland, Chicago, Springfield, St. Louis, Kansas City, Davenport, and Atlanta, in addition to many other stations."

RCA

This symbol of quality is your protection

Radio Corporation of America

Sales Department
233 Broadway
New York

District Sales Offices
10 So. La Salle Street
Chicago, Ill.

433 California Street
San Francisco, Cal.

The above advertisement will appear in the March issues of seven great national magazines, having a total circulation of over 6,000,000. Are you ready to profit by it?

Electrical Merchandising, March, 1923. Vol. No. 29, No. 3. Published monthly, McGraw-Hill Co., New York, N. Y., $2.00 per year. 25 cents a copy.
Entered as second-class matter July 21, 1916, at the Post Office at New York, under the Act of March 3, 1879.

Do people really want to k ow more about electricity in the home? Well—they're willing to wait on line—at night, in snow, even in rain—for the privilege of inspecting a Home Electric. They're willing to stand for hours, if need be. They're eager to learn, willing to adopt—but they want to be shown, first. And Home Electric exhibits are showing 'em—by the hundreds of thousands!

"Rain or Shine"
They Visit the Home Electric!

Electrical Merchandising

Vol. 29 — The Business Magazine of the Electrical Trade — No. 3

Table of Contents for March

McGRAW-HILL COMPANY, INC., Tenth Ave. at 36th St., New York

JAMES H. MCGRAW, President
ARTHUR J. BALDWIN, Vice-President
MALCOLM MUIR, Vice-President
E. J. MEHREN, Vice-President
MASON BRITTON, Vice-President
O. D. STREET, Vice-President
JAMES H. MCGRAW, JR., Secy. and Treas.

Cable Address: "Machinist, N. Y."

WASHINGTON, D. C., Colorado Bldg.
CHICAGO, Old Colony Bldg.
PHILADELPHIA, Real Estate Trust Bldg.
CLEVELAND, Leader-News Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, Rialto Bldg.
LONDON, E. C., 8 Bouverie St.

Publishers of
Electrical World — Journal of Electricity and Western Industry
Industrial Engineer — Engineering and Mining Journal-Press
Engineering News-Record — Power — American Machinist
Coal Age — Electric Railway Journal — Chemical and Metallurgical Engineering — Ingeniería Internacional

ELECTRICAL MERCHANDISING

O. H. CALDWELL, *Editor*
Associate Editor, EARL E. WHITEHORNE

Editorial Staff
ARTHUR E. TOWNE — LIDDA KAY — H. S. KNOWLTON
G. C. TENNEY — F. R. CLAUSS — M. CLEMENTS

Consulting Editor, ROBERT SIBLEY

Member Society for Electrical Development, Inc.
Member Audit Bureau of Circulations.
Member Associated Business Papers, Inc.

Circulation of this issue, 14,106

Entered as second class matter July 21, 1916, at the Post Office at New York, under the act of March 3, 1879. The annual subscription rate is $2 in the United States, Canada, Mexico, Hawaii, Philippines, Alaska, Porto Rico, Canal Zone, Honduras, Cuba, Nicaragua, Peru, Colombia, Bolivia, Dominican Republic, Panama, El Salvador, Argentina, Brazil, Spain, Uruguay, Costa Rica, Ecuador, Guatemala and Paraguay. Extra foreign postage $1 (total $3 or 13 shillings). Single copies, 25 cents. Printed in U. S. A.

How Dayton's Home Electric Headlined in the Day's News

EVERY Home Electric exhibit is a front-page story—if the publicity man's on the job. When Dayton (Ohio) electrical men recently opened their first Home Electric, the amount of newspaper publicity it received surprised even its promoters. And the reason is shown in these pictures.

In the first place, the Home Electric story was tied in with the names of people of local importance. In the second place, they used the element of picturesqueness in the opening ceremonies. The pictures show the Mayor, the president of the Federated Women's Clubs, a well-known architect, M. W. Nichols, and K. Fitzpatrick of Dayton's Electrical League, gathered on the steps for the formal opening, when the Mayor officially presented Mrs. Clagett with a golden key to open the doors.

The incident, small as it was, had that picturesque quality and genuine news value which win over the most critical editor—and the photographs, taken during the ceremony, were prominently featured in nearly all of Dayton's newspapers.

Electrical Merchandising

The Business Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 29 — March, 1923 — Number 3

"Wired for Electricity"—

What Should It Mean?

THE real-estate man advertises his houses "Wired for Electricity," but what he should say in most cases is "wired for a few lights."

For times have changed since father was a boy—in electrical standards as well as others. It was not so long ago that people would ask—"Is there running water in the house?" For many folk still used a well in the backyard, and a house with "plumbing" in it was modern—no questions asked.

Today, however, the standard of the house depends not upon the mere fact that it possesses plumbing and is wired, but upon the actual standard of that plumbing and that wiring. So the real-estate seller *makes a point of stating the number of bath rooms and describing them,* but he has not yet come to recognize that it is also *completeness of the wiring* that is the thing that counts.

The recently proposed "Minimum American Wiring Standard" of at least three outlets per room, and an allowance for electrical work of at least three per cent of the total building appropriation, are conservative standards by which to judge the completeness of any wiring job.

ELECTRICAL men must keep on working hard until they sell this idea thoroughly and *make the wiring stand out as a measure of "livableness" and quality* in any house.

100,000 } Visitors to "Electrical Homes" { In 1920
1,000,000 } { In 1921
2,000,000 } { In 1922

The Astonishing Growth of the "Electrical Home" Idea

Now, 3,000,000 Visitors Is the Goal for 1923!

WITH this month, March, the nation-wide Home Electric campaign of the electrical industry enters upon its third great year.

If ever offspring grew to gigantic proportions utterly beyond the wildest conceptions of its original parent, such was the infant idea, begotten in the fertile electrical minds of California and fathered, baptized and presented to the electrical industry at large by *Electrical Merchandising*,—the idea that the public, being healthily interested in electric service, would flock to "Homes Electrical" or model dwellings exhibited by real estate and electrical interests combined, as exemplifying the latest and best ideas in electric service for the home.

That was in March, 1921.

In 1921, approximately 1,000,000 citizens inspected the Home Electric exhibits that were put on that year, after *Electrical Merchandising* had sounded the call and expounded the meaning of this "master selling scheme" of the electrical industry.

In 1922—well, frankly, we don't know. The thing has got beyond us. We have definite reports—full, detailed and enthusiastic reports—of the opening of 120 Home Electric exhibits, in every part of the country. Nearly 2,000,000 persons took advantage of the opportunity to see electricity at work in these homes.

More Home Electrics Than We Can Keep Track of

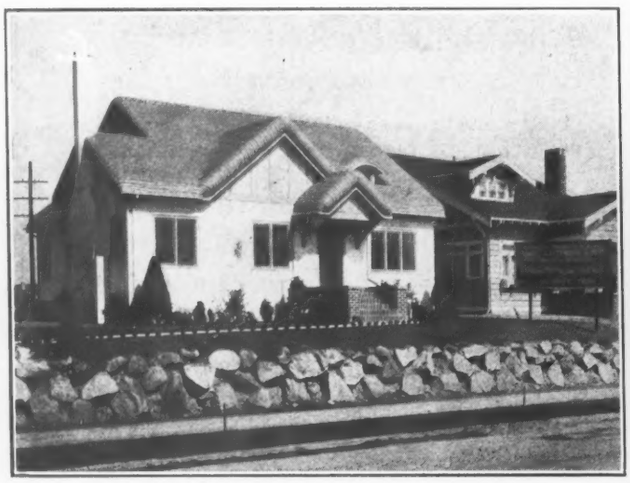
But that's only half the story. We can only guess the rest. For we know that scores of other Home Electrics were exhibited by electrical and real estate interests—possibly on a smaller scale, but nevertheless successfully—the details of which never reached us. In some cases, these unreported Homes were opened by individual electrical concerns. In other cases, a real estate company would go the limit in electrifying a house, and throw it open to public inspection. Indeed, all the resources of a Government bureau would be needed to haul in and tabulate all the data on all the Home Electrics that were exhibited in 1922.

But one thing we do know. Practically every Home Electric exhibited in 1922, according to its enthusiastic sponsors, is to be followed up by another in 1923. These, with the exhibits to be held in communities which have not yet had any at all, will make 1923 top even the record of 1922 in the number of Home Electrics opened and the number of visitors recorded.

Let "3,000,000 Visitors to Home Electric Exhibits" be the goal of the electrical industry for 1923!

Incidentally, a new and big impetus was given to the Home Electric

At Seattle Twin Electrical Homes Doubled Usefulness of Advertising Outlay



Not content with putting on one electrical home at once, the electrical industry of Seattle, under the guidance of the Seattle Electric Club, recently staged two at the same time. By locating these homes in widely separated residence districts it was possible, not only to provide for greater convenience in reaching them, but also to interest people of diverging social groups. It was also possible to construct houses of varying types, demonstrating the use of electricity in the elaborately outfitted home and also in the dwelling of more moderate cost. It was also felt that the same advertising outlay might thus be made to do double duty.

An interesting but unanticipated result of the twin exhibits, was the fact that many people visited both, registering in each case. It was felt that this was a very good sign and showed a real interest which might be well to follow up with active salesmanship. It is estimated that more than 40,000 people visited the two homes.

movement by the "Better Homes" movement inaugurated last year.

The important thing for electrical men in this movement is that a "Better Home," wherever exhibited, has differed in no respect from the model Homes Electric which have been educating the public to the importance of electricity in the home. The only difference is one of procedure—the initiative in most instances comes from the builder or local home building interests. The electrical contractor-dealer merely ties in and supplies his services—as the furniture and decorating concern give theirs—in the interest of making the "Better Home" a "Better Home Electrical."

Cleveland's Outstanding Success

Cleveland, of course, furnishes the outstanding example of successful Home Electric exhibits in 1922. In that year, its Electrical League sponsored the exhibition of no fewer than 66 Homes. In the year preceding, three Homes had been operated by the League at a cost of $15,000. But last year, in the case of the Fourth Home, the builder paid 25 per cent of the expense; and for the Fifth Home, the builder offered to pay *all* of the expense.

In addition to these, there were two Homes exhibited by individual builders in co-operation with two contractor-dealers, and there was an Electrical Cottage at the Builders' Show. But the biggest stroke was when one builder exhibited forty-three electrical homes and another builder exhibited eighteen electrical homes. All of these homes, the forty-three and the eighteen, had wiring and lighting installed according to recommendations from the Electrical League. In each instance, only one of the houses was completely furnished and equipped with electrical appliances, but all were advertised as electrical homes and were exhibited to the public.

Some Concrete Results

Do Home Electric exhibits pay in increased business for both the electrical contractor and dealer? That is the first question in the contractor-dealer's mind, and a notable effort has been made in the last year to ascertain and tabulate actual results, specific instances of business directly traceable to Home Electric exhibits.

For example, following the Home Electric exhibit in Dayton, O., one jobber received an order for switches, specifying that they should be the same as those installed in the Home Electric. All jobbers reported a decided increase in the number of duplex outlets being ordered. In two instances, builders having houses for sale had first to install a bathroom heater similar to that in the Home Electric. Another builder had to provide eight additional outlets in a house before the purchaser would close the sale. An electrical contractor who was wiring an old house for an owner who had emphasized that the job was not to cost more than $160, reported that, after a visit to the Home Electric, the owner had ordered the contractor to provide electrical equipment and wiring amounting to more than $1,000.

And in Cleveland this last year, the Electrical League has made recommendations for wiring on 300 sets of home plans, calling for an average increase of 23 outlets for each house.

One builder who built 360 houses in 1922 increased the convenience outlets from three to ten,—making a total increase of 2,520 outlets. Without considering additional switch and lighting outlets, the League believes that the average increase, in new houses, has been at least seven outlets for each house; this would make, for 6,000 new homes built in Cleveland in 1922, a total increase in outlets of 42,000.

So America's Home Electric campaign will carry on in 1923 as it did in 1922, as it did in 1921—because it is the "master selling scheme" of the electrical industry; because it has proved the most successful way of helping the public to a complete visualization of electric service in the home; above all, because it is wanted by the people themselves.

No other industry in the world has had anything like this spontaneous and spectacular demonstration of interest by three million citizens. No other industry has had a similar tribute to its essential healthfulness and soundness.

A "Home Electric" in Your Town This Spring Will Educate the Public and Build Up Your Business

Here's How a "Home Electric" Campaign Works

1. The "Home Electric Idea" means an aggressive sales campaign in a local community, with the object of getting houses wired in bunches and wired completely;—which, by throwing one model electrical home open to the public, demonstrates to thousands of people the convenience and economy of electrical devices;—and which enlists the help of the powerful real-estate interests to take an active part in the campaign, usually by providing the house itself.

2. The first step, in the usual procedure, is for a committee of electrical men to call on a local home builder, and propose that one of the houses which he is putting up be wired according to the highest standards and exhibited as a "Model Home Electric."

3. If the builder supplies the house, the expenses of running the campaign can be either borne by the electrical group entirely; or shared by both electrical and building interests, or borne by the builder entirely. All three methods have been worked.

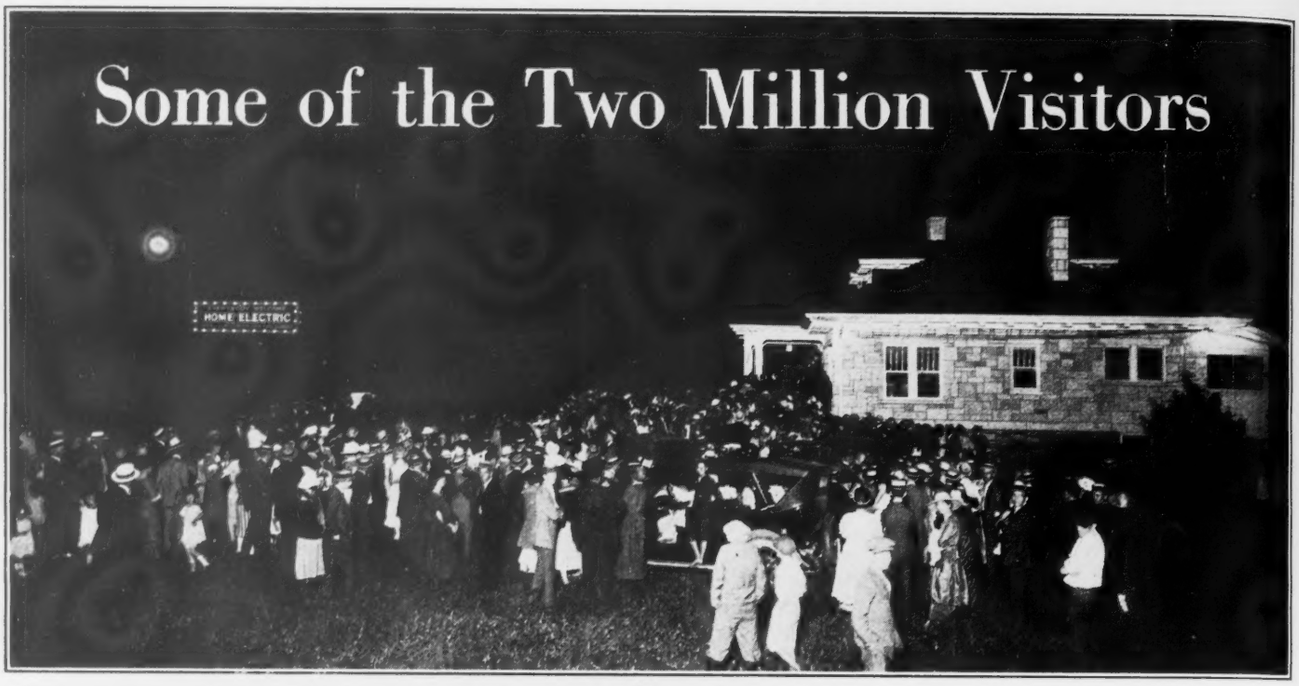
4. The Home is not only wired according to highest standards, but is equipped with every electrical device, from washing machine to curling iron.

5. Local furniture and decorating houses are invited to furnish the Home completely, as their contribution to the exhibit.

6. News articles and advertisements appear in the local papers, announcing that the "Model Home Electric" will be thrown open for public inspection for two weeks or so, during which time everyone is invited out and see it.

7. As a rule, demonstrations are given in the Home, but no sales are made on the floor, the electrical sponsors being content with follow-up sales.

Some of the Two Million Visitors

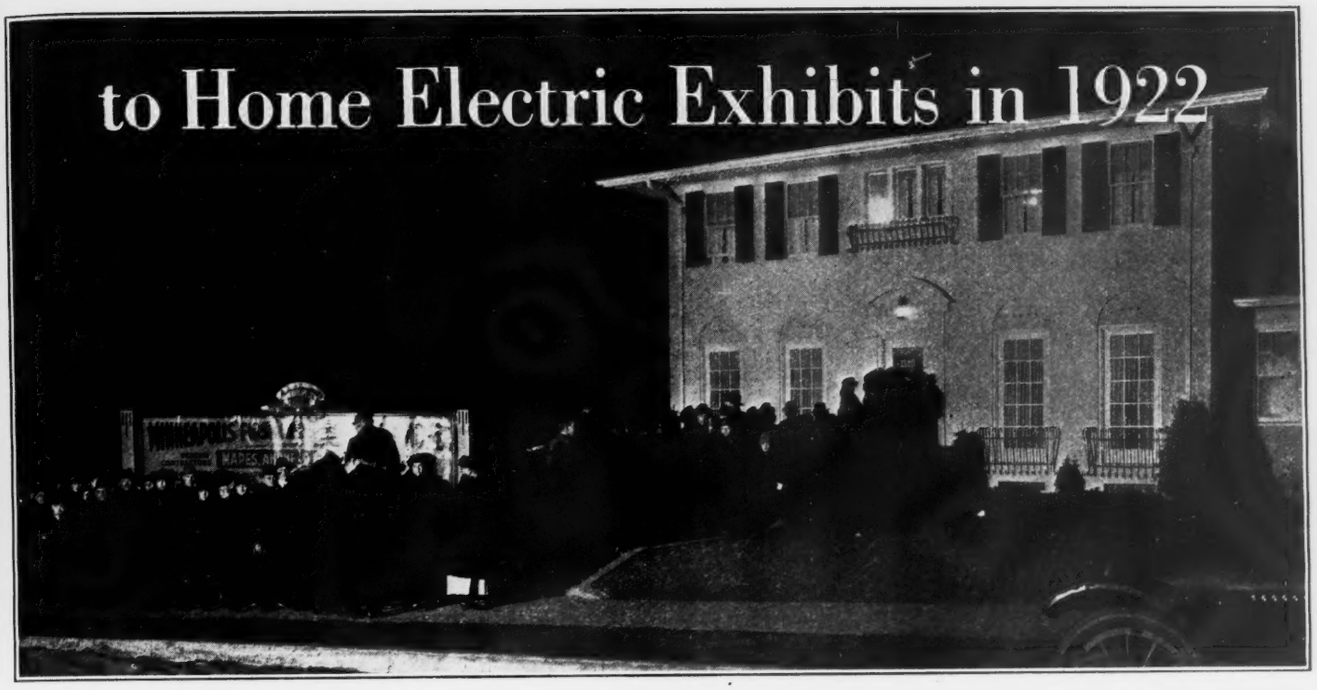


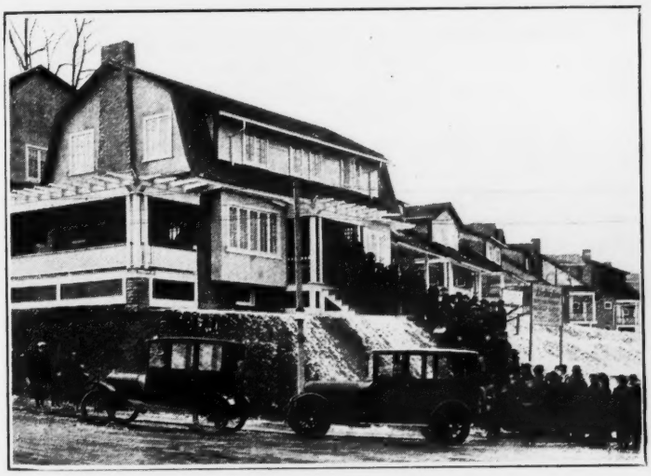
No, these eager crowds didn't gather for a circus, or a festival concert, or for a revivalist meeting. They are merely a few of the 2,000,000 citizens who visited some of the 200 or more Home Electric demonstrations staged last year by electrical men.

They came at night—they came on foot or by car—they came in rain or snow—they stood for hours in line, patiently awaiting their turn. The crowds glimpsed here represent every part of the country—Nashville, Minneapolis, Pittsburgh, Oakland (Cal.), St. Paul—and even Toronto.

Will your own town have its Home Electric exhibit this spring?

to Home Electric Exhibits in 1922





East, West, North, South—"Home Electrics"

Six Ways to Advertise the Home Electric Used in Minneapolis

In addition to two complete newspaper sections devoted to the Home Electric, the following means to gain publicity for the Home Electric opened last November in Minneapolis, Minn., were used:

1. One large street banner, thirty feet long by fourteen feet high, was hung across the street one block from the Home.
2. Fifty arrow signs directed the way to the Home throughout the city.
3. Fifty canvas signs, six feet long and two feet high, were attached to trolley supports at busy downtown corners, and also in busy outlying districts.
4. One hundred thousand special invitations were mailed with electric bills, and with bills of firms interested in the presentation of the Home.
5. A picture of the Home and an invitation to visit it were printed on the backs of electric light bills.
6. Numerous publicity and press stories appeared in local newspapers both before and during the exhibit.

The Home was open for two weeks, and was visited by more than 30,000. From the opening hour to the close, there was always a waiting line varying from 100 to 1,000 people, awaiting admission.

Even the taxi companies voluntarily advertised the Home—one company using in its regular newspaper advertisements the slogan, "Visit the Electric Home in a Yellow Cab."

Kansas City Homes Caused Prospective Builders to Change Wiring Plans

People who were planning to build new homes in the near future received special consideration during the recent exhibit of a Home Electric in Kansas City, Mo., by the Kansas City Electric Club. By public announcement and special invitation, the mornings were reserved for special inspections by them, and they were offered disinterested advice on the wiring of their new homes.

As a result of this plan, more than a few of the electrical plans of houses being constructed at that time were added to, after the owners had visited the Home Electric.

Special invitations were also sent to women's clubs, art classes, civic organizations, builders, architects, and prospective buyers, to inspect the Home in the mornings at their leisure. Whenever possible, members of the Electric Club gave three-minute talks about the Home Electric to their respective civic organizations, and so stimulated interest in the exhibit.

Kansas City's Home Electric was exhibited in November, and was visited by more than 25,000 persons. It was officially opened by a leading club woman, who was also a member of the Board of Education—which added to the idea that the Home was an educational rather than an advertising project.

The Kansas City Home Electric was not floodlighted at night, but lighted by four burglar lights at the cornices of the house, all of which were controlled by switches in the upper and lower halls and in the master's bedroom.

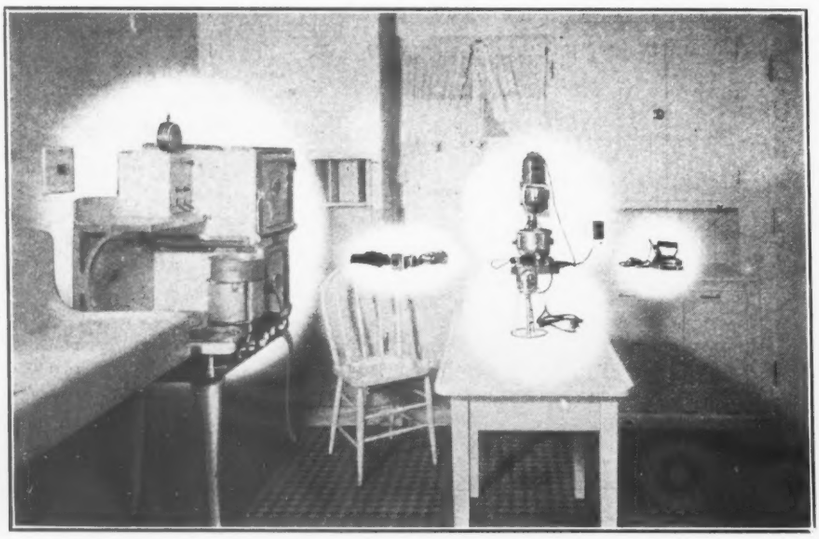
How Hammond Electrical and Realty Men Worked Together

When its first Home Electric was recently planned in Hammond, Ind., these were the terms of the agreement entered into between a local real estate firm and the Hammond Electrical Dealers' Association:

1. The Home was to be built in a subdivision that had been laid out by the realty company.
2. The electrical association undertook to wire the house free, sell the lighting fixtures at a reasonable price to the builder, and equip the Home with modern electrical appliances.
3. The electrical association undertook to be responsible for the complete furnishing and draping of the Home.
4. The Home Electric was to be at the complete disposal of the Hammond Electrical Dealers' Association for a period of two weeks with an option of a third week.
5. The electrical association was to do a pre-arranged amount of advertising in which due acknowledgment was to be given to the builder of the Home.

One plan the Hammond electrical men found especially good was this: They realized that if it was left to the non-electrical cooperators to de-

For Big Crowds, "Spot-Light" Your Appliances



In one of the Cleveland Electric Home exhibits put on during a local building show, the crowds to be handled were so large that it was impossible to have guides call attention to the different devices. As the people streamed past the exhibit booths, each booth representing a room, the plan of "spot-lighting" the appliances, as shown above, was tried with success. Under the brilliant concentrated illumination, the particular devices on exhibit "stood out" as strikingly as if pointed to by a lecturer. An extension of the idea contemplated the use of a flasher, to spot-light one article after another, and so take the crowd's attention successively to all the features.

Bring Out Visitors by Tens of Thousands–

cide what they were to place in the Home, they would have anything but a harmonious whole to show visitors. So they hired a professional interior decorator. She laid out the whole of the interior decorations, from the kitchen wallpaper to the bedspreads. She easily saved the association twice as much as her fee and created as nearly a real home as possible. She kept the non-electrical cooperators on the job, moreover, and kept them smiling, too.

"Better Homes Make Better Citizens" was the slogan effectively used throughout the campaign.

Atlanta's First Home to Be Followed by Another

So great was the success of the first Home Electric exhibited in Atlanta, Georgia, last November, that the Atlanta Electrical Association is planning to follow it up with another Home in the very near future. The second Home will not be quite so pretentious as the first, but will be as completely equipped from an electrical standpoint.

The electrical association had the co-operation of a local builder and furniture house, and the home was built in Ansley Park, one of the prettiest residential sections of Atlanta. About 20,000 visitors were recorded in the two-and-one-half weeks that the Home was open.

Boston League Launches Electric Home

Coincident with the organization of a Boston Electric League plans have been approved for the establishment of an "Electric Home Group" under the auspices of the central station, jobbing and contracting branches of the industry in Eastern Massachusetts. H. B. Gilmore was elected president of the League; Frank S. Price, vice-president; Welles E. Holmes, secretary; R. M. Miller, assistant secretary; and Rockwell C. Tenny, treasurer. Fifty-three electrical men in attendance pledged their support to the League and its work. Committee chairmen elected were: publicity, L. D. Gibbs; wiring and illumination, I. L. Matson; appliances, K. L. Norris; and house manager, W. J. Freethy.

The Boston electric home project is being conducted through the co-operation of prominent realtors and house-furnishing people with the League, and it is planned to open the first home in Newton April 14, and to exhibit it until May 5 on weekdays—for subscribers from 10 a.m. to noon, and from 2 to 10 p.m. for the public. The establishment is to be run on a purely educational basis, without distinctive identification or demonstration of appliances. Other homes will undoubtedly be established in due course in many other places in eastern New England.

Unique Financing Methods Used for Vancouver Electric Home

Vancouver's first electrical home closed recently after having been shown to 22,000 visitors in the British Columbia metropolis.

The home was built in a unique way. The Electrical Service League of British Columbia first obtained the active co-operation of all the building trades and building supply houses. The owner of the home then paid cash to the Electrical Service League for contributions of material and service made by the various members of the building trades, and this fund was used as a nucleus of the publicity fund.

The electrical industry raised approximately $750 and the building trades $1,500. The management of the home was assumed by the Electrical league.

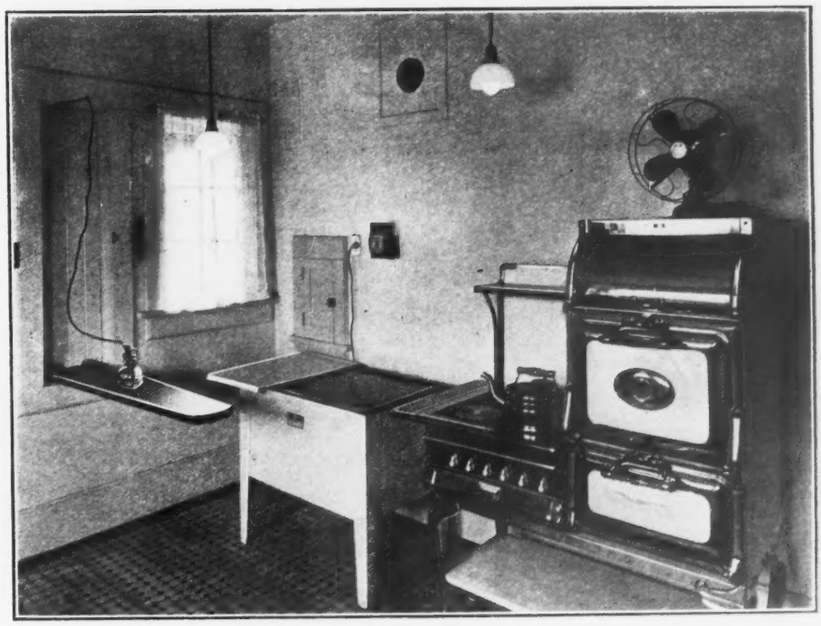
The demonstration force was wholly voluntary and forty-nine contractor-dealers, twenty-three representatives of electrical manufacturers, eighteen jobber representatives, nineteen men from the Central Station and seven men from allied interests made up the demonstrating staff of 440 shifts.

A particular feature of the home was the master switch in the owner's bedroom controlling a light in each room of the house and four under the eaves, making possible a sudden illumination of the house as a burglar alarm.

Great care was taken at the panel box to have each circuit numbered, and a directory on the door of the box gave the position of the circuit so numbered, eliminating the necessity of fumbling in the dark and trying for several minutes before locating the fuse controlling a given circuit.

Lights were controlled by three and four-way switches so that it was possible to turn the light on or off at any major entrance to any room.

A very complete advertising campaign was carried out prior to and during the exhibition, resulting in the very fine attendance.



A glimpse into the kitchen of the co-operative Electrical Home at Vancouver, B. C. Besides selling the home electrical idea to the public and to the architects the Home Electrical exhibition did much to cement together the various branches of the industry and created better feeling, particularly between the small residence wiremen and the rest of the electrical industry. More than 22,000 visited the exhibit.

Practical Ideas to Use When You Put on a

High School Students Bring Their Parents

By arrangement with the high schools during the period that a Home Electric was being exhibited in Dayton, Ohio, all the domestic science classes visited the Home on successive days. They were taken through the Home in the mornings, so that special attention could be given to them. In all, more than 1,000 students were shown through the Home.

This plan not only obtained much publicity in the newspapers, but resulted in visits by most of the parents of the students, who had been interested in hearing them talk about it.

A New Idea in Lighting of the Buffet

One of the corners in the Hamilton (Ont.) Home Electric that especially interested many women visitors, was the buffet alcove in the dining room. The buffet just fitted into an alcove or recess in the wall. On the ceiling of the alcove were installed four lamps, in white enameled reflectors which were so imbedded in the plaster that their rims were flush with the ceiling. A valance running the full width of the alcove concealed the lights from view. When the lights were switched on, the whole alcove was brightly illuminated, and the cut glass and silver shone in full glory.

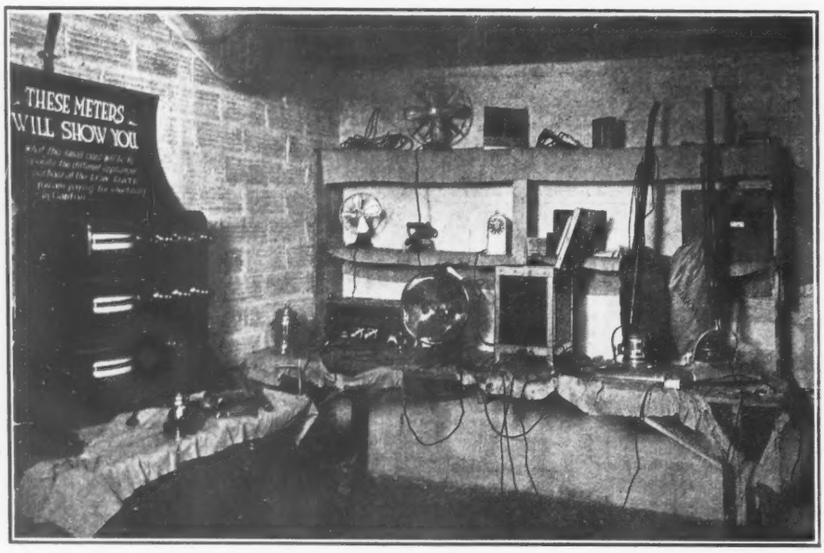
River Forest Exhibited $60,000 Home Electric

River Forest, Ill., will probably claim the distinction of having exhibited one of the most expensive Home Electrics on record—the house having been built to sell for around $60,000. The furnishings, which were supplied by a Chicago furniture house, were estimated at $20,000.

The home was opened for exhibition in October, under the auspices of the Electrical League of Western Cook County, and drew large crowds during the entire period of the exhibit.

About 200 electric outlets were put in, even the ballroom, solarium and billiard room receiving generous allotments.

The Visitor's First Question—"How Much Does It Cost?"—Graphically Answered in Canton's Home Electric



"My washing machine costs less to operate than my electric iron? But how can it—it's so much bigger!" This question in a woman's mind finds frequent expression at a Home Electric exhibit, and for this reason, when the electrical men of Canton, Ohio, opened their second Home Electric in November, one of the features was the above cost-of-operation exhibit. A special test board was set up in the basement, which showed the exact cost per hour of operating any appliance. The appliances were all assembled so they could be tested on the spot. Altogether, it was a convincing demonstration to many visitors who had had vaguely exaggerated ideas of the high cost of running electrical appliances. Try it at your own Home Electric.

Some Ideas for Your Own "Electrical Home Week" Programme

The programme for an electrical week always requires considerable thought and planning beforehand, and both accounted for the success of the week in Columbus, Ohio.

The exterior as well as the interior of Memorial Hall, where the show was held, was decorated with flowers, crepe paper and electric lights. Inside was a well-arranged display of all the electrical labor-savers, including washers, ironers, lamps, lights, refrigerators, and table utensils. These were all demonstrated to the public.

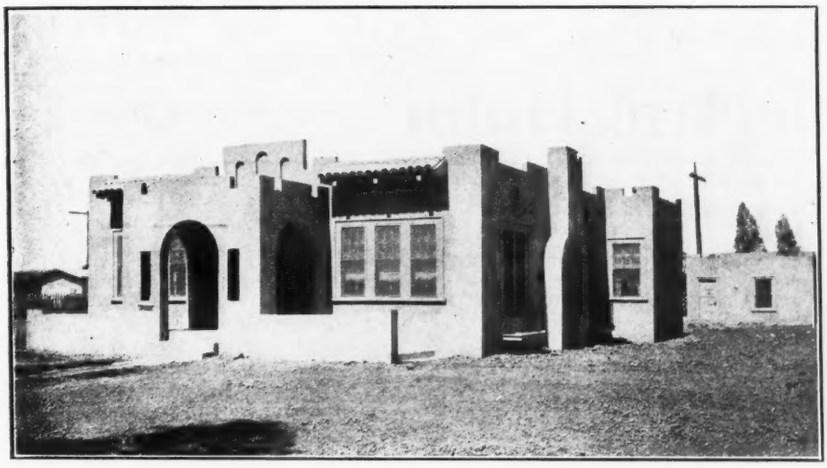
The stage was built as a modern electric cottage, having a kitchen, dining room, parlor, bedroom and bath, all equipped with electrical appliances. During the week, a local dancing teacher and her pupils staged an "Electrical Dance." On Thursday and Saturday, a style show was given by local merchants. Another attraction was a talk by Mrs. F. W. Ives on "My Own Electric Home."

A radio show was exhibited on the balcony. Concerts were heard all day long. Short talks and speeches on the care and adjustment of the machines were given. Altogether, it was the "largest and best show ever held in Columbus."

Getting the Private Owner to Show His Electric Home

A home electric with its own hostess, designed and built to meet the needs of a particular family, was the recent successful experiment carried out in Calexico, Cal. Dr. and Mrs. A. L. Rice were the home builders who entered into the plan and E. W. Judy, district manager of the Holton Power Company the man who carried it through. In brief, the plan called for co-operation of architect, builders and contractors, as well as interior decorators and home furnishers. Each planned his part of the home along the best principles of his trade, allowing the owner a liberal discount on current prices. In return the owner permitted the house to be used for exhibit purposes for a two weeks' period after its completion, himself and wife acting as hosts to the visitors. The city itself is not so large

"Home Electric" in Your Town This Spring!



The electrical men of Calexico (Cal.) acted as guides and lecturers in showing off this privately owned electrical home, with the help of the owner and his wife, but no attempt was made to make actual sales during the exhibit. More than a thousand persons in all visited the home during the two weeks' exhibit.

but this plan resulted in producing a genuine social atmosphere, which greatly added to the interest of the home.

Electric Piano Opens Home Electric Exhibit

The permanent Home Electric exhibit in Atlantic City was recently officially opened in its new location, with an electric piano concert and musical program. Admission was by card and invitation, but the initial attendance promised well for the success of the new exhibit, which is expected to be visited by more than 500,000 in 1923.

The new address of the exhibit is 1729 Boardwalk. Benjamin S. Crosby is president of the National Exhibitors, Inc., which is sponsoring the project.

California Electrical Man Puts Over His Own "Home Electric"

If local conditions make you the only electrical contractor-dealer in your town able or willing to "put over" a Home Electric exhibit—go ahead and do it yourself, says R. E. Heerman of the S. & H. Service Electric Company, Alhambra, Cal.

For that's exactly what Mr. Heerman himself did last October, in his small town of 14,000 inhabitants. Having seen the success of a Home Electric in another town, he was resolved to have one in Alhambra, even if he had to do it himself. So he personally went to see a local builder and talked the project over with him. The builder was enthusiastic—and so was a real estate man, who supplied the location.

After that, plans went forward with a rush. The house was built and wired, and, as a result of personal visits from Mr. Heerman, was furnished complete by other local merchants. Red tape and "organization" were reduced to a minimum. It was decided that each merchant should advertise his participation in the Home as he saw fit. There was no central advertising fund. Neat cards throughout the Home, pointing out the electrical features, took the place of a large staff of guides and demonstrators. The fixtures which Mr. Heerman installed were taken from stock, and the larger appliances obtained from the electrical jobbers on consignment.

The total expenses to the S. & H. Service Company for the exhibit were:

Signs and lighting.....	$17.00
Photographs and cuts.....	17.50
Newspaper advertising	45.00
Circulars and stamps.....	47.00
Miscellaneous	22.00
	$148.50

And the results?

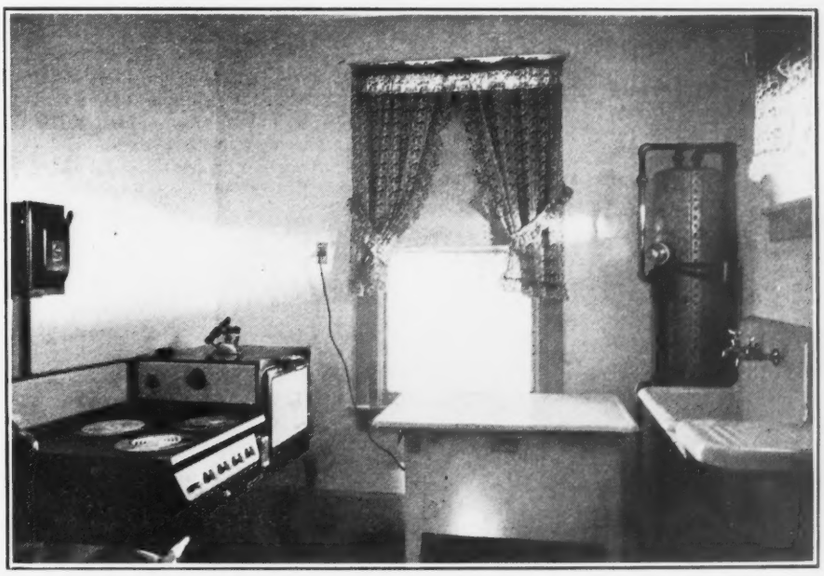
More than 5,000 people visited the Home, of whom Mr. Heerman added 2,500 to his mailing list of live prospects.

Salesmen took orders for $2,300 worth of electrical appliances and fixtures on the floor of the Home.

Within two weeks, the entire stock of dining-fixtures, similar to the dining room light installed in the Home, was sold out.

Twenty-five wiring contracts were obtained as a direct result of the exhibit.

Twenty Percent of Population Visits Lynchburg's Home



Even Billy Sunday and a new musical comedy lost out as popular attractions when a Model Electrical Home was opened for public inspection recently in Lynchburg, Va. More than 6,000 people, in a town of 30,000, visited the Home in two weeks. The Lynchburg Electric Corporation completely equipped the Home electrically, and the furniture, chinaware, draperies, electric piano and flowers were all supplied by other local concerns. The electric kitchen, pictured above, with its electric circulation-type water heater, dishwasher and range, was of special interest to visitors.

"The Inside Story" of the St. Paul Electric Home

By LESTER G. MAMPLE
Chairman, Publicity Committee, Electrical League of St. Paul, Minn.

A well planned and carefully executed advertising campaign.
A strong publicity committee.
A home architecturally unique, located in a popular section.
Unity of effort through a well organized central committee.

JUDGED in the light of retrospection, with the excitement over and the perspective normal, it was because of the above four things that the St. Paul Electric Home drew an attendance of nearly 30,000 persons, and was one of the most successful electric homes in the country.

At least, that is the decision of the men who worked day and night to make it a success when, after a good night's sleep, they have looked back on their labors and analyzed them.

Those four things, they have decided, were the outstanding reason why so many persons visited the home; why it was heralded, even before it was completed, as one of the most progressive moves made in St. Paul electrical and building circles in years.

Still, a great many people could have visited the home, could have gone away unsatisfied, and thus could have made the whole project a failure in spite of the success of the preliminaries. That the people were more than satisfied; that they went home and told their friends to come; that the results of the venture have surpassed all expectations —these things, it has been decided, were due principally to the following:

A Complete Exhibit—and a System

(1) A home not only electrically complete, but one which also exhibited the most modern examples of home building, of home finishing, and of home furnishing.

(2) A system of handling the crowds in such a manner as to make it possible for every visitor to receive the full benefit of his visit.

(3) An historical exhibit, under canvas, in front of the house, which served both as a protection against inclement weather, and as a means for interesting the waiting visitors who might otherwise have become discouraged and left before reaching the interior of the home.

(4) Complete—not partly complete, but absolutely complete — electrical equipment.

These things, say the men who worked on the project, and who have looked back and analyzed their work, and asked themselves if it was worth while, are the things that insured the success of the home after the people had decided to come to see it.

The St. Paul Electric Home project was an undertaking administered by committees. Every phase of the work came under the direction of a committee. The work of the committees was co-related and made into a single forward-moving unit through a central committee formed by the chairmen of the sub-committees.

The story of the way in which these committees worked together is the story of the promotion of the electric home in St. Paul, and it is also, to a great extent, the story of the success of the home.

It is this story that follows.

Getting the Home to Exhibit

With the Electric Home project decided on, with the central committee formed, the first question was, "Where will we get the house?" This, obviously, was the first requisite. After some discussion, the central committee went to a leading realtor, known to be starting the development of a beautiful subdivision in an excellent residential section of the city, and told him all about it.

"The Electrical League, which is backing this project, has decided that it does not care to undertake the construction of the home," the chairman told the realtor after the idea of the home had been explained, "because it is an electrical league, after all, not a realty league, and none of us would really know how to go about this house building business. So supposing you folks go ahead and build a unique, modern home out at your new subdivision, and let us use it for the electric home."

But the realtor wasn't sure. The company wasn't really in a position to build—hadn't figured on anything of the sort—What would become of the house when the two weeks had passed?

"The house will draw upwards of 20,000 persons," declared the committee. "We will see to that. Which means that 20,000 people, all of them interested in homes, will visit the new subdivision. Is there any other way, outside of giving away five dollar bills, that you can get that many interested persons out there? Why, if the house was a dead loss, you could afford it. But it won't be, because the house will be for sale after the two weeks, and 20,000——"

But that was enough for the realtor. He accepted the offer.

The electrical men, the home assured, went back to their offices to start the work of appointing committees; the realtor got busy at once.

He started out to get contractors to construct and finish and decorate the house, but as soon as it became known that he was handling the electric home, the contractors flocked to him. They all said the same thing.

Sub-Contractors Appreciated Publicity

"We will do it at bare cost," was the offer of the carpenters and the plumbers and the finishers and the decorators and the candlestick makers, "because it will be wonderful advertising for us."

When the various contracts had been let, the realtor went to an architect.

"Here is the chance, Bob, that you have always wanted," he said, "to design a really unique, artistic home. Excepting for size, the sky's the limit. The house must be different from anything else in the city. Get out your pencil and get to work on some of those new fangled ideas you have been trying to palm off on everybody. The home will be small, but make the details those of a castle."

The realtor had caught the spirit of the electrical home, and had instilled the same spirit into the architect. He hurried back to his office.

"Boys," he said to his associates, "we are going to build the kind of a home we have always wanted to build. We'll make every detail, seen or unseen, full size—skimp on nothing. And those rounded plaster door and window jobs, and the metal corners in the plaster on the sharp edges, Jack, that you swear by, will be there with the bells on."

Next he went to a house furnisher. He took him over to the architect, and when the two of them had got through talking in terms of design, the interior scheme of the home had been decided on.

And so the realtor and the architect and the furnisher and the decorator worked together, and with the electrical men through the central committee, and a beautiful home grew up in the sub-division. It was a home different from anything ever seen in the city,

and even before the pictures of it began to appear in the papers, people were talking about it.

The architect had seized his chance to draw the kind of plans he had always wanted to draw; the realtor had specified the kind of modern finishing he had always wanted to specify, and the home, when it was completed, was the last word in every way.

Now we must go back and start all over again.

In their first session, the members of the central committee of the St. Paul Electrical League had decided on the manner of procedure which was eventually carried out with such pronounced success.

A Home that Was Something New Under the Sun

They had decided that in order to get the people interested, the home should stand out as something new under the sun—should be, on the face of it, utterly, absolutely new. It must be located, they had decided, in a growing residential section.

With their visit to the realtor, these things had been assured, and now they turned their attention to other matters. They decided, first of all, that the home, to be a success, must be made known.

"We could make the most beautiful home in the world, but if we kept it quiet, it would crumble away unseen," said the chairman, "so now our big problem is to look ahead and start propaganda to get people out there when everything is ready. We know we can satisfy them once they are there."

So the publicity committee was formed, with a member of the central committee as chairman.

"How," asked the central committee of the new publicity committee, "are we going to tell the people what a tremendous thing this electric home is? Probably we should make a list of all the things to be seen there, and point out the amount of labor that electrical devices save, the additional comforts they provide, and so on."

"But we've been doing that for twenty years," replied the chairman of the publicity committee, "and this is to be something new. Our job isn't to tell the people what is in the house—it's to get them to visit it."

"Therefore we will tell them nothing—not a word—catch 'em young, treat 'em rough, tell 'em nothing!"

So it was decided to tell them nothing—not yet, anyway.

The publicity committee decided, in line with this policy, to run a "mystery" advertising campaign. "The people will wonder what it's all about, and when they are told they will be in a receptive mood and the home won't hold the crowds—let's hope the other committees have things ready for them," the publicity men told each other.

A Mystery Advertising Campaign

So one day there appeared in the newspapers some modest advertisements which said "The Electric Home——?" Just the name and a large question mark. At about the same time, yellow arrows appeared on lamp posts and telephone poles along the arterial highways leading to the city, and along the principal streets. The arrows informed the public that they were pointing toward the Electric Home—"This way to the Electric Home," they said.

And the smart boys who had said "Aha! A new kind of washing powder"

A Historical Review of American "Kitchen Comfort"—on the Way to the Electrical Home

To set off, by marked contrast, the comforts of all-electrical living and to provide a "curtain-raiser" exhibit of interest to visitors waiting to be conducted through the Electrical Home, the St. Paul committee arranged a covered walk with canvas booths as pictured above. Each display depicted a period in living conditions in America,—from the primeval tepee and campfire of the Indian, down through the crude domestic equipment of Colonial and Civil War days, to the dim beginnings of electrical convenience in Spanish-American War times. The covered walk served to protect visitors from inclement weather.

when the advertisement appeared in the newspapers, were baffled. That's funny," they said, "because you can't very well direct people to a new ice cream novelty or a new kind of shampoo. Wonder what this is, anyway." And they put their own question marks after the Electric Home.

Just as everybody was becoming resigned to the enigma of the arrows, an article appeared in the papers which told how the Electric Home was nearing completion. The name of the realtor was given, and the location of the home, but that was about all.

So it was a regular house—no catch about it at all! Well, well, well, in this day and age you never know what to expect, do you? The question mark was growing larger.

An Electric Home Insignia

Window cards began to attract the attention of passers-by. An insignia, or trademark appeared, which stood for the Electric Home. It was a triangle surrounding an etching. Retail stores pasted these on outgoing packages. Power companies used these and other stickers on their correspondence and on their bills. They appeared on automobile windshields.

The newspapers, through their news columns, announced that the mayor would open the Electric Home. They announced that the home would be equipped with radio; that iron lighting fixtures would be used; that there would be an essay contest with the home as the subject Several other features, with the eager co-operation of the publicity committee, were brought out in the newspapers.

Finally came the announcement of the opening date.

"Tell 'em everything!" yelled the publicity chairman, "They're rarin' to go," and he opened up the portholes and rolled out the big guns.

On his committee were two newspaper men. So the committee went to the advertising managers of the papers and explained to them about the home.

"You can get advertisements from all those who have taken part in the construction and equipment of the home," said the committee, "and what's more we will help you to do it. We will sell advertising for you, and work with you to any extent."

The result was that on the day the home opened, a Sunday, each paper devoted a special section to the Electric Home. One of them issued a 10-page special section, the other a 12-page one.

But this did not by any means end the work of the committee. In fact, the real hard work was yet to come. For it takes plenty of hard work and plenty of wits to keep the newspapers interested in a project.

But each day something appeared—news items, feature stories, pictures. And of course the regular advertisements were run. Co-operation with the newspapers resulted in a two-page section on the Wednesday following the opening, and several special pages in the Sunday edition at the end of the first week of the exhibition.

And when the two weeks were over, the publicity committee counted up seventy-six columns of newspaper publicity, aside from advertising. A total of nine and one-half pages of solid reading matter!

Then, too, the committee prepared a booklet, several talks, and articles on the home, some of which were taken away by visitors, and others of which served to keep the home in the public eye long after it had closed.

Again we must go back to the beginning, to follow out, one by one, the workings of the various committees, to show how specialized effort, closely correlated, made possible the success of the Electric Home.

"What will it cost?"

This, of course, was the first question discussed by the electrical men when the home project was first proposed. The financial committee was formed, but action was suspended until the attitude of the realtor should be ascertained. When this business was disposed of, as related above, the financial committee got busy.

"How much money will you need?" asked the chairman of the committee.

Each committee chairman made a requisition. The publicity committee estimated its needs at about $3,800. Other committees needed small sums. The total was about $5,900. The financial committee decided to raise $5,200. Then came a great surprise. The realtor turned in a check for a substantial sum—nearly 25 per cent of the total—to go toward expenses. This cut the needed sum to little more than $4,000.

How Expenses Were Apportioned

The committee made a list which contained the names of every central station, jobber, dealer and contractor in the city. Then the $4,000 was apportioned among them. It was apportioned in two ways. First, it was decided just which lines of business they would profit most by the results of the Electric Home, and which least. Thus each line of business was "taxed" a certain sum, in proportion to the probable benefits. Then these sums were reapportioned among the members of each line, according to the size of the individual firms.

The response was unanimous. The required sum was quickly raised.

The work of the appliance committee began, like that of most of the other committees, as soon as the Electric Home was decided on. The committee decided what appliances would be shown, and where. They gave a schedule of the lamp socket appliances to the wiring committee, showing locations, and worked in co-operation with the builders in regard to the built-in electrical features.

The apportioning of the appliances among the several dealers was by mutual agreement rather than by lot. There were enough appliances on the list so that virtually every one of the various makes would be represented. A plan that was considered, and abandoned, was the lot system of deciding who would furnish the appliances. But since all makes could be shown, and since there were to be no designations on the appliances to show what particular dealer was exhibiting, the mutual agreement plan was adopted.

Another plan that was discussed, and also abandoned, was to remove the name plates from all appliances. This, it was found, was not practical, since many of the name plates were so placed that to remove them meant certain mutilation of the appliance.

The appliances were assembled by the committee, and at the proper time were installed in the home. The appliance committee worked throughout in close contact, through the central committee, with the wiring committee.

How the Various Committees Functioned

The wiring committee started to function simultaneously with the architect, the realtor, and the appliance committee. The wiring committee had supervision over the actual wiring, and the drawing of the wiring diagrams. The wiring was done by an electrical contractor, and was paid for at the regular rates.

The house committee and the historical committee were formed just previous to the opening of the home. Their purposes were to carry on from the point where all the other committees, except the publicity committee, left off.

The house committee was given charge of the business of showing the Electric Home to the visitors. So first of all, it made a roster of men available from each electric firm to serve as demonstrators and lecturers. It divided these men into shifts.

The members of the committee, each according to his particular qualifications, wrote three-minute talks to be delivered in each room of the house by the lecturers.

The historical committee was charged with the duty of providing what was a new addition to the electric home idea—something new under the sun, the goal toward which the central committee was working. This consisted in building a series of booths between the house and the sidewalk, under canvas, each one of which should faithfully depict the conveniences of the home, particularly of the kitchen, in one of several stages of American history, from Washington to the Electric Home.

Preliminary Inspections for Interested Business Men

And so the Electric Home was opened to the public. The preliminaries, which included receptions for realtors, electrical men, and others interested in the home from the standpoint of the merchant, were held on a Saturday, and on Sunday afternoon the public was invited to start inspection.

With the newspapers carrying Elec-

tric Home special sections, the culmination of an intensive advertising and publicity campaign reach, 1,970 persons visited the home on the opening day.

For two weeks the crowds came, until 28,538 persons had been shown through the home. The daily attendance swelled as the days passed, and it was this increasing attendance that meant much to the promotors of the home, for it was concrete evidence that the home was a success, and that the results would be all, and more, than was expected.

The following table, carefully compiled by the house committee, shows the attendance day by day, the effect of the weather, and the most popular hours.

				Total Attendance	Weather
Nov.	9	8 P.M. to 10 P.M.		518*	
Nov.	10	8 P.M. to 10 P.M.		102**	
Nov.	11	8 P.M. to 10 P.M.		129***	
Formal opening, Nov. 12, 2:30 P.M.					
		Attendance to 12 Noon	Attendance to 6 P.M.	Total	
Nov.	12	...	1,000	1,970	Cloudy
	13	150	600	805	Rain
	14	208	750	1,515	Cloudy
	15	298	1,405	1,949	Cloudy
	16	320	1,601	2,363	Clear
	17	331	1,303	1,723	Rain P.M.
	18	240	950	1,429	Rain
(Sun)	19	350	1,500	2,426	Rain-Cold
	20	150	740	1,460	Cold-Cloudy
	21	300	1,000	1,950	Cloudy
	22	298	1,185	2,301	Clear
	23	352	1,250	2,155	Clear
	24	306	1,100	1,852	Clear
	25	237	1,000	1,596	Cloudy
(Sun)	26	336	1,800	2,295	Cloudy
		3,876	17,184	28,538	

*Reception for real estate men.
**Reception for builders, architects, contractors.
***Reception for electrical men.
Children under 16 years were not counted.

Let us follow the crowd through the home, to see what it was that was of such astonishing interest.

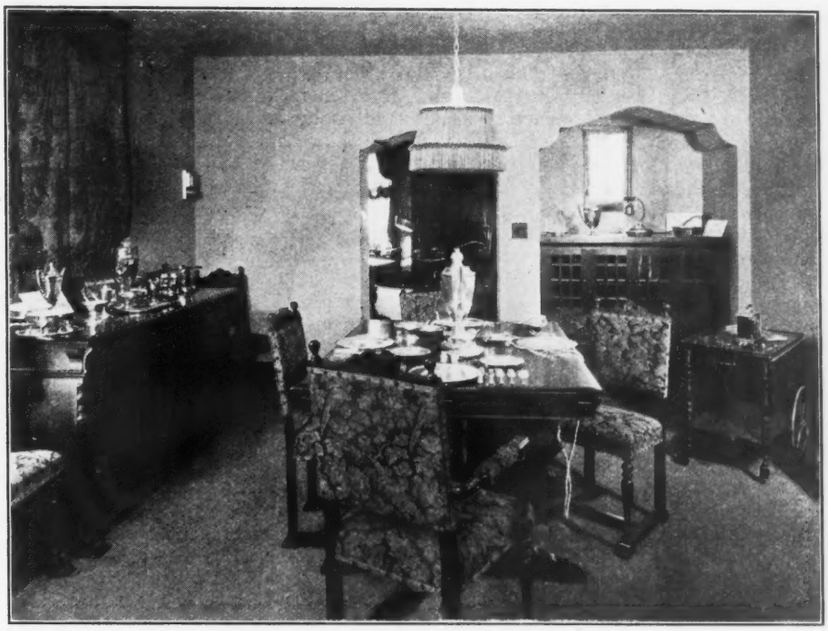
House of Unusual Beauty

First, as the visitor walked up the street from the car line nearby or drove up in his automobile, the house itself glittered like a single star in the heavens. If in the daytime, it glittered because of its unusual style and beauty; if at night, a battery of flood lights made the simile more literally true. It was evident at once, because of the unusual height and design of the windows in the front part, that the living room was a story and a half high. This alone was quite an incentive for the visitor to wait at length in line for an opportunity to enter. Anything that is new, attracts.

In front of the house, the visitor saw a long queue of people, but the sting of being obliged to wait in line was alleviated to a great extent by the fact that a canopy covering extended from the walk to the door, and by the further fact that something of interest seemed to be going on under the canopy.

Under the canopy, away from the danger of being overtaken by rain, the visitor moved slowly toward the door of the house. But the passage of time was rapid for a series of booths held the attention.

In the first of these was an Indian in full regalia of his Chippewa tribe engaged in making the primitive fire, and in cooking over it the primitive meal in vessels which were almost, if not quite, primitive also.



From the entry way of the St. Paul Electrical Home, tiled in warm colors, through the modernized Italian Renaissance of the living room and dining room, the strictly American and very white kitchen, to the bedrooms, the home was a revelation in modern construction, equipment and furnishing.

The next booth showed the first kitchen conveniences. An iron crane had taken the place of the crossed sticks of the Indian, the fireplace had appeared as an improvement over the rude windbreak of loose stones piled up by the redskin.

Subsequent booths were replicas of the kitchens in vogue during the several periods of American history—each with a new "convenience" added as the inventive tendencies of man were evidenced, and as was evidenced also the increasing appreciation of the value of the kitchen as the food laboratory of the home. What housekeeper, after seeing these booths, would have turned away without seeing the very latest modern kitchen in the electric home? Even though she must wait in line until dawn?

The inside of the house faithfully carried out the promise of the exterior. From the entry way itself, tiled in warm colors, through the modernized Italian Renaissance of the living room and dining room, the strictly American and very white kitchen to the bedrooms, the home was a revelation in modern construction, equipment, and furnishing.

Visitors Taken Through in Groups

From the entry way, the visitor stepped into the living room, the focal point of this unusual house. When twenty persons had entered—or fewer, if the circumstances warranted—the front door was shut. An electrical man, a member of the house committee, you remember, then explained the general structure of the story and a half room, and demonstrated and discussed the electrical appliances, and showed the need of sufficient outlets. This required three minutes, and then the group passed to the dining room, to make room for the next party to enter the home. As his partner had done in the living room, a second lecturer explained the dining room. Another three minutes the group remained here, then passed to the kitchen. Thus was everybody given an opportunity to gain full information, and to enjoy the effects of the home without devoting most of their efforts and all of their temper in trying to stand upright, or to prevent themselves from being crowded into the fireplace.

Having toured the upstairs, the visitor was taken to the garage, also equipped electrically, where booklets were given him, and where his tour ended.

Said the newspapers:

"Despite the steady rains and the general observance on the part of housewives of Monday washday, more than 1,000 women of the city visited St. Paul's first electric home at 1774 Stanford Ave. yesterday.

Members of the St. Paul Electrical League, which is sponsoring the electric home project, ushered an average of 300 persons per hour through the home Sunday afternoon. A waiting line more than three blocks long blocked the sidewalk on Stanford Ave. virtually all of Sunday afternoon.

"From 10 a.m. to 10 p.m. Monday, the hours between which the home is open to the public, members of the league continued their task of escorting visitors. Domestic science classes from three schools in the city visited the home in groups yesterday. S. O. Hartwell, superintendent of schools, has made special arrangements which will permit domestic science classes in all schools to visit the home each day for the next two weeks."

The work of the publicity committee, in its new phase, was beginning to show. The domestic science classes had so to

speak, barely left the building when a deluge of school children came. A body of boys from the vocational schools came. Classes, womens' clubs, every sort of body in the city interested in homes or domestic science, passed through the home at the instigation of the publicity committee.

School children and adults began to appear at the home with note books and pencils. An essay contest was on. The children wrote down their ideas on why their parents liked electrical equipment, parents wrote their reasons for preferring the electrically equipped home. The essays were popular, stirred up much interest. Cash prizes were awarded when the home closed.

Every evening there was something in the papers about the electric home.

"Grand Opera by Radio at the Electric Home"—"Electrical Home Held Unsurpassed by Visiting Engineer"—"Indian Entertains Children at the Electric Home"—"One Thousand Women Visit Home"—"Prizes for Essays on the Electric Home"—"Keen Interest in Electric Home Essays"—"Big Crowds at the Electric Home."

Advertisements were run daily, and on the Sunday following the Sunday on which the home was open, there was another special section.

The Electric Home was as casually referred to by citizens as was the court house, the best place to get Safe Stuff, and the eccentricities of the weather.

When the two weeks were up the publicity committee counted 76 columns of publicity, or nearly 10 pages. This count included solid reading matter only, and did not include advertisements.

And when the last visitor had left, and the tired lecturers had fallen over chairs and into wastebaskets in stupors, the official count was 28,538.

Was It Worth While?

Thus, as it was said at the beginning of this discourse, did the electrical men address each other. That it was worth while, was the common decision.

What about next year?

That was the next question. Another electric home next year, was the decision.

The committees met once more, while things were fresh in their minds, to thrash out the reasons for the success of the venture, and to correct any mistakes against repetition next year. The reasons they arrived at, we have presented at the beginning of this article. Of the mistakes, it was found there were only two, both of them minor ones. The financial committee chairman said that about $200 more than was raised, or about $400 more than the required budget, should be included to meet unforeseen needs. The house committee chairman, wheeled to the conference from the nervous ward of the hospital, declared that only the firms having a large enough personnel to spare men whom they would not have to recall every few hours, should furnish men for the house committee. The hours on duty for each man should be carefully considered and strictly adhered to.

Results of Exhibit Felt in All Lines

Every electrical house, every contractor, in the city reported results from the home. The appliance and fixture dealers told of customers who asked to buy things they had seen in the home. Several construction men told of changes in wiring diagrams by prospective builders, who made over blueprints to include more electrical outlets. The demand for electrification of homes was reported boomed as high as 100 per cent by contractors. The wiring device market was materially quickened.

But, as the case was in the real estate phase, most of the results were hard to enter in the ledger. They were, as one man described it, "like car card advertising—steady results, but hard to trace."

The large amount of newspaper publicity was an example of this indefinite result of the home. The publicity was partly news and features, which did little permanent good, and partly descriptive, which did inestimable good. Every word in the descriptive articles, which told of the advantages of outlets and described the appliances, many of them new to the average man, was better than regular advertisements to the dealer, jobber, contractor, central station.

The furniture men, the decorators, were also repaid for their work and expenditures. Many visitors asked where the furniture shown in the home could be purchased, many of them asked about similar decorating. Examples were shown of calls at the stores for such minor items as curtain rods "like those in the Electric Home."

How the Real Estate Man Profited

And how about the realtor? His results are perhaps the most definite of all. While declaring that the new subdivision is booming, and will probably be sold out by spring largely as a result of the electric home and the crowds it drew, he said that the principal value of the home—it must be a big one!—was its value to the real estate and building and decorating trades in general as a stimulus to building, to home owning, and to modern construction and equipment.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

We've Proven the Value of "Model Electrical Home" Exhibits—
Next, Let's Put On

"A Model Electrical Store"

NEXT in number to the homes of the country, is the number of retail stores of all kinds—a million or more, according to the U. S. Census. Obviously these stores and other places of business present a rich field for the sale of electrical devices and equipment of every description.

The success of the Model Electrical Home exhibits in Cleveland has suggested to local keen-witted Electrical League workers the idea of putting on several "*Model Electrical Store*" exhibits in somewhat the same way, to educate the merchants of the community, as the housewives have been educated. Here's one plan that has been worked out for such a store display.

* * * *

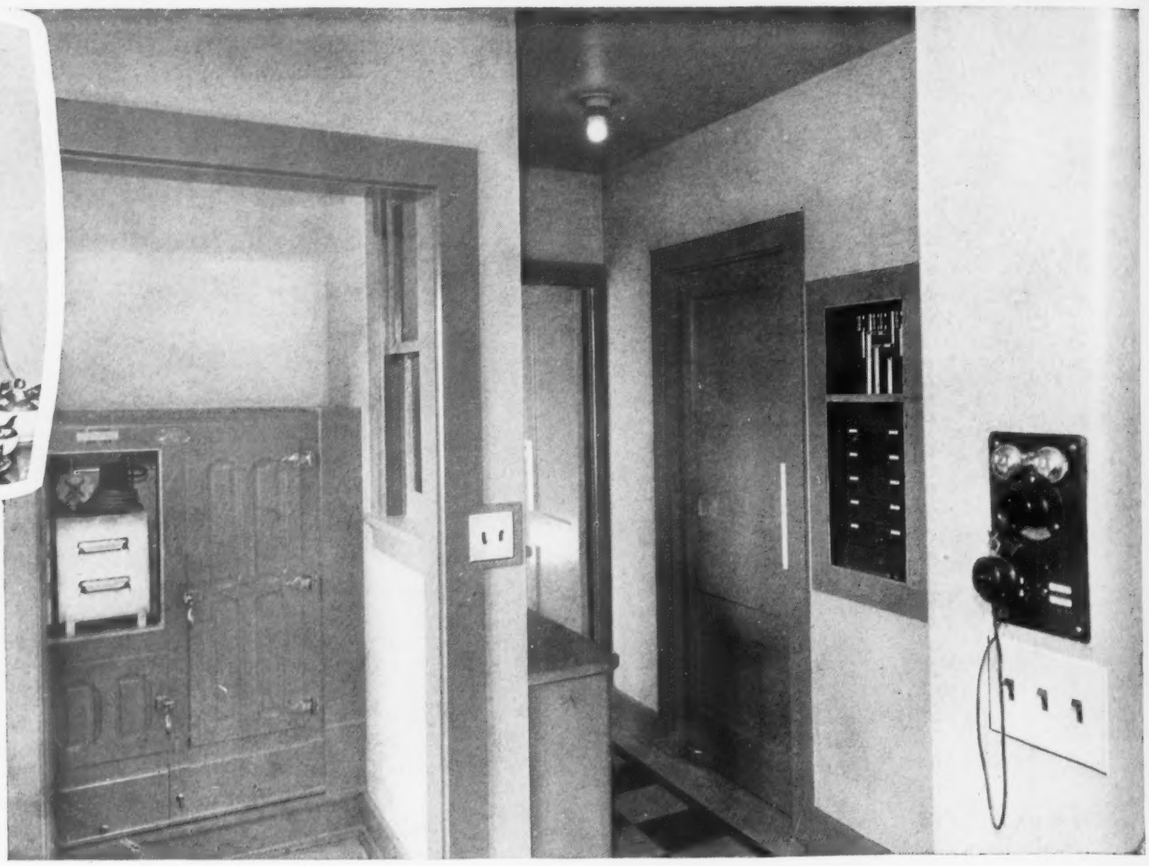
Selecting the Store—Some well-located, popular retail store—like a drug store, candy store, or general store—will be selected, and the consent of the owner asked to having his store equipped with all the latest and best of lighting equipment, window and showcase units, and every possible electrical motor or heating application. The window lighting intensities will be brought up to 100-ft. candles or more, and the store interior will be made "as bright as day." Electric humidors in the cigar cases, electric drink mixers at the soda fountain, an electric refrigerator, electric fans, electric cash-registers, electric scales, electric disc heaters, electric signs—outdoors and inside—electric call systems and telephones, an electric washing machine, electric window-display devices as attention getters, a vacuum cleaner—these are a few of the uses of electricity which will be on exhibition.

* * * *

Bringing in the Other Merchants—Then, the Model Electrical Store having been completely electrified, and made the bright spot of the whole community, appointments will be sought with all the neighboring merchants to get them to come in and inspect the Model Electrical Store, with an electrical man as guide, to point out the interesting electrical features. Such an actual store demonstration will show these other merchants what real electrical equipment for stores is, and set them to figuring on their own places of business. And of course the owner of the Model Electrical Store will enjoy all the publicity of being the most progressive business man in his community, and besides benefiting from the general public's attraction to his complete electrical equipment, will make many new friends and customers in the other merchants who visit his Model Electrical Store.

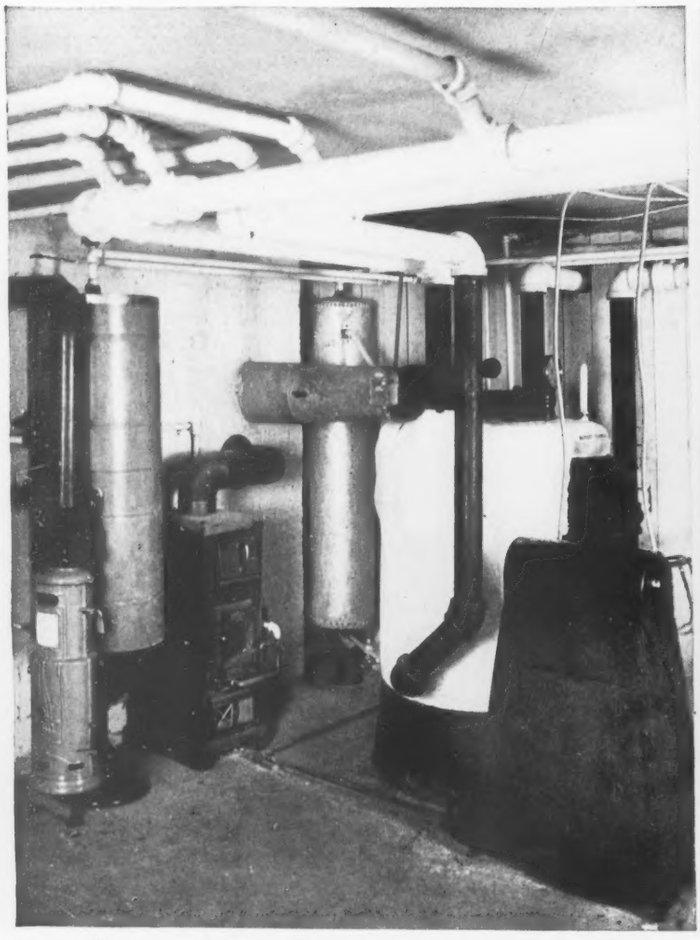
We've proven the value of the Model Electrical Home Exhibits—now let's put on some Model Electrical Stores!

Atlanta (above)—One reason why the toaster demonstration in the breakfast nook was so popular.



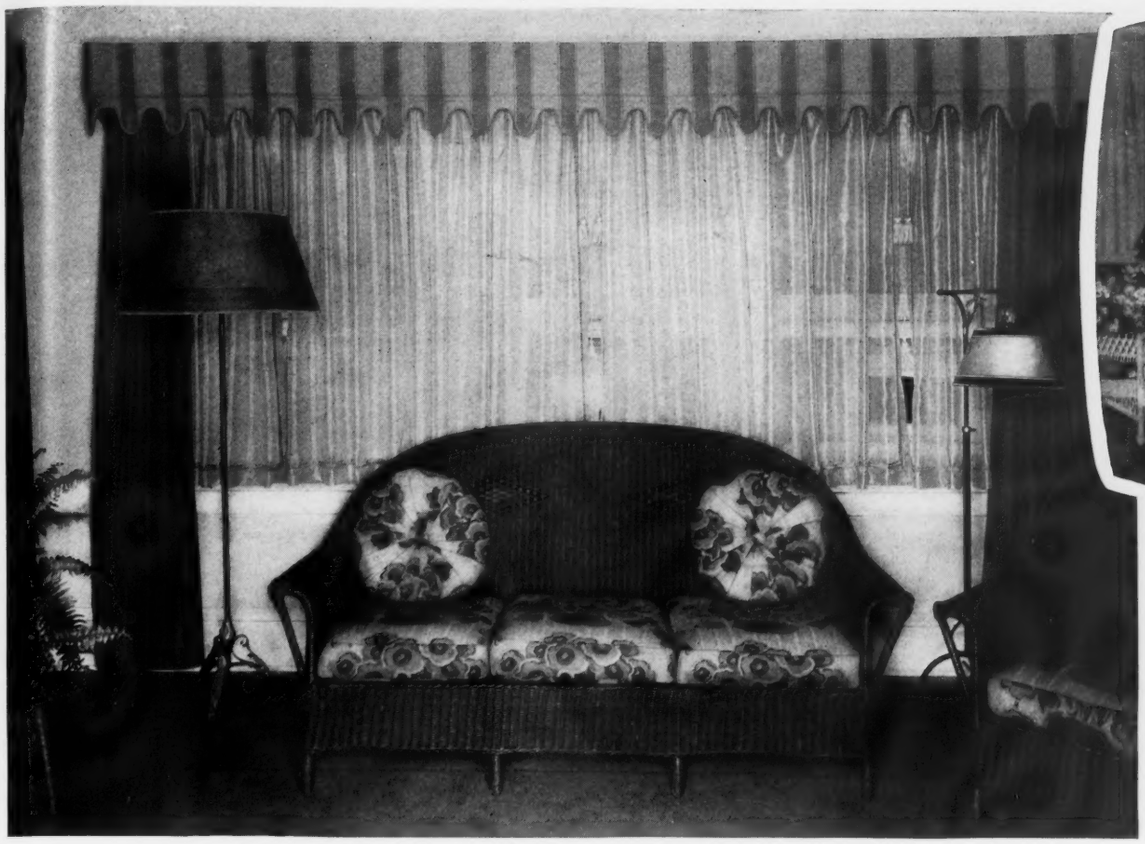
Kansas City (right)—"Convenience corner," this might be called—with its five switches controlling ventilating fan, two kitchen lights and rear entry lights.

How "Home Electric" Exhibits Everywhere



Hammond, Ind.—If the men couldn't quite see all the glories of the electric kitchen, here, at least, they could appreciate electric service—a corner of the basement, with its electrically controlled furnace, incinerator and water heater.

Dayton, O.—The wired dining table is no longer a novelty, but has come to be an accepted feature of every Home Electric. Note the decorative effect of the tall light sentinels on the rear wall, and the convenient duplex outlet.



Atlanta (above)—Radio concerts entertained visitors daily.

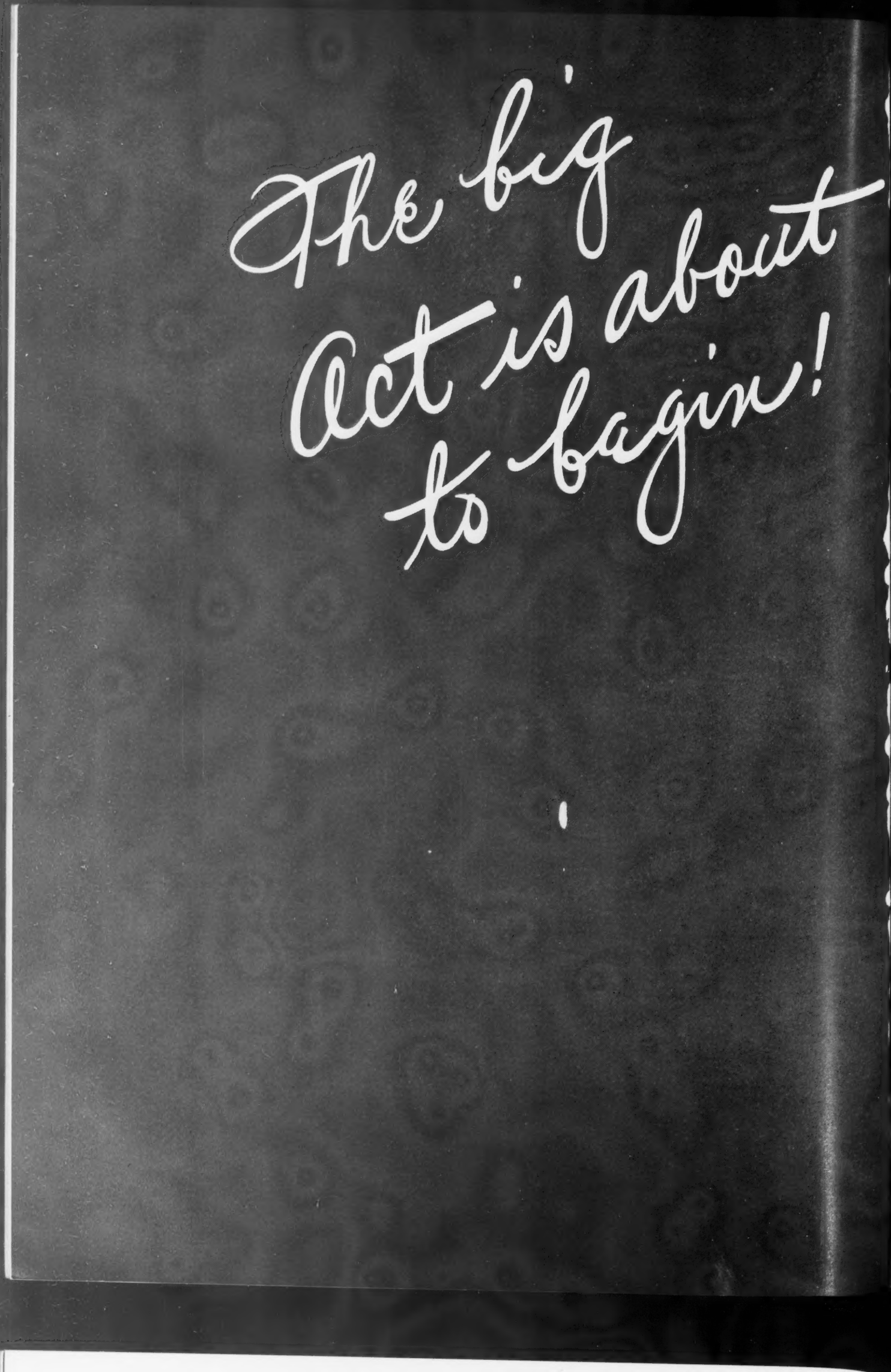
Minneapolis—Ease in moving furniture about, to obtain new and attractive groupings, is one of the advantages of having an adequate number of outlets and lamps.

Are Showing Ways to Happier Living

Electrical Merchandising March, 1923

St. Paul, Minn.—All the comforts of an electric living room—table and floor lamps, a radio set, an electric piano, and wall brackets (carefully chosen to carry out the architectural feeling of the room)—were shown in this midwestern Home Electric.

Cleveland—Whenever the size of the visiting crowd permits, actual demonstrations of electrical labor-savers are given in Cleveland's Electric Homes, and the appliances are connected up and shown exactly as they would be under home conditions.


The big
act is about
to begin!

another big *Sunnysuds year*

An alert group of men from the Sunnysuds organization—typical of the twelve hundred live merchandisers who compose this powerful dealer body—recently met in convention at Detroit.

These are able men. They conduct profitable, enterprising businesses. Many of them also handle other nationally known products. They are successes, every one.

They pronounced the Sunnysuds Resale Plan one of the most practical and result-getting sales ideas ever put into effect.

They also said, "'The Sunnysuds Thrift Bank Plan' is *the most interesting and ingenious sales help we ever heard of.*" It will interest you, too. Write for the details about it.

But there was even more tangible and forceful evidence of how they viewed Sunnysuds selling ideas, and the Sunnysuds product.

Bona fide orders were placed by the dealers present for 5,300 Sunnysuds Electric Washing Machines, for immediate delivery.

Here is absolute proof of Sunnysuds salability. Here is evidence of Sunnysuds dealer success. Here is the assurance that dealers must be finding it easier to make sales, and make money, with Sunnysuds.

When scores of dealers start back to their homes fired with the belief that they are going to make a great success a still greater success, and pile up a selling record that will make 1923 the most remarkable year in a remarkable sales history—you can be mighty sure they must have had sound reasons for that belief.

You ought to know *all* of those reasons. If they aroused such enthusiasm among these men, they will certainly be interesting to you. Whether you ever become a Sunnysuds dealer or not, you owe yourself the privilege of deciding, *after* you know the facts. Write for them today.

SUNNY LINE APPLIANCES, INC.

Factory:
DETROIT, MICHIGAN

Sales Department:
MANSFIELD, OHIO

Canadian Factory: Kitchener, Ont.; Export Dept. 149 Broadway, New York

(41)

The Sunnysuds was the first high-quality, all-metal electric washer to retail at a substantially lower price. Its ingenious design permits lower manufacturing cost, and the embodiment of the finest quality throughout.

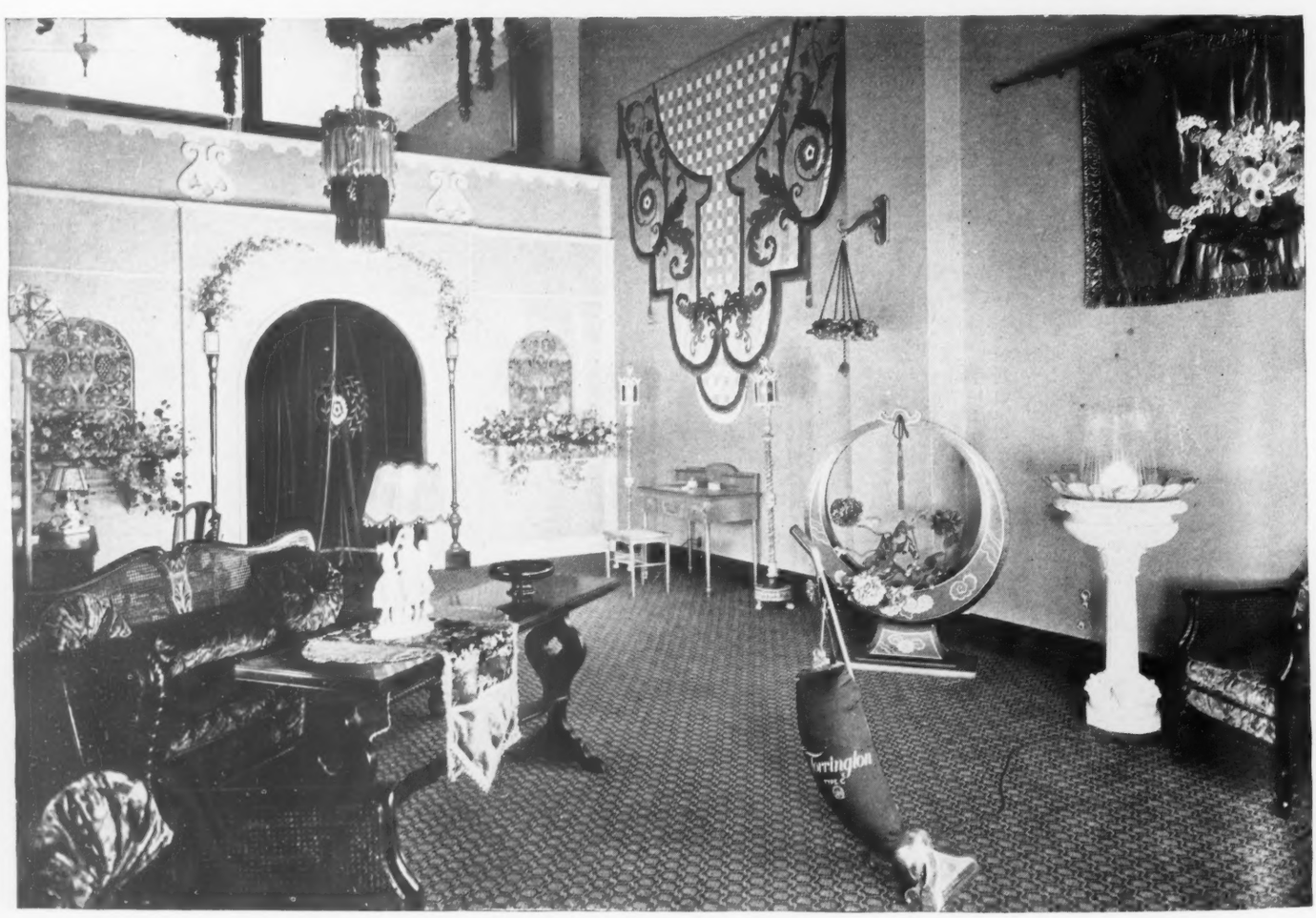
The Sunnysuds cabinet is stamped out of heavy, pressed steel, folded and braced to yield remarkable strength and rigidity. There is no separate frame of channel iron or steel strips—its better design makes such an expensive assembly unnecessary. The Sunnysuds features a standard size copper tub with hooded sediment zone, copper baffle plates, and corrugated agitators; 1/4 H. P. Domestic forced draught motor; and a completely enclosed driving mechanism. Over twelve hundred dealers and more than thirty thousand owners endorse its noteworthy advantages.

suds Electric Washer & Wringer

Two Electric Shops De Luxe—

* * * *

Presenting the Ultimate in Store Interiors



ON THIS page *Electrical Merchandising* draws aside the curtains on "the last word" in store decoration and artistry as applied to the merchandising of electrical fixtures and appliances. The upper illustration gives a view of the interior of J. C. Hobrecht's new electrical store in Sacramento, Calif. The lower shows a corner of the new Torrington Shop in Chicago. The expert decorator, the furniture man, the draper and the florist have all contributed to what are certainly exceptionally pleasing effects. The goods are featured in attractive settings, and there are corners of the displays arranged in detail much as they might be in the residence of the purchaser. The prospective patron will find many a good idea in each as to the use of lamps and fixtures in home decoration. This is good salesmanship for the electrical idea.

Labor-Saving Tests in Home Electric Prove Advantages of the Electrical Way

Results of Experiments Provide Electrical Dealers with Conclusive Evidence of Savings Effected by the Electric Clothes Washer and Dish Washer

PROBABLY the most interesting of the unusual stunts at the recent Home Electric exhibit at 1211 Cleveland Heights Boulevard, Cleveland, was a demonstration of the contrast in labor and time between the old methods of washing clothing and dishes and the new electrical method.

Actual washings were done—one day by hand, the next day by electricity—and judges who watched the tests from start to finish recorded the exact time required to complete a family washing by the old hand method and by the new electrical system. Conditions were made as nearly alike for both demonstrations as possible, and records were made of every step in the operations.

The tests aroused wide local interest, even the newspapers paying tribute by giving them generous publicity. This exhibit was the first Home Electric to be initiated in Cleveland by an individual electrical concern, the Electrical Construction & Sales Company putting it over in co-operation with a local realty company.

Because of the impartiality with which the labor-saving tests were made, and the care with which every detail was recorded, the results should be of interest to electrical men everywhere, as well as to home economic classes and women's clubs.

The reports of both the clothes-washing and dish-washing tests are here given in detail:

Laundress Does Test Washing by Hand

The first demonstration was of laundry work done by hand.

Weather—very windy, warm and sunny.

Number of pieces washed—54.

List of articles washed—1 small tablecloth, 2 dresser scarfs, 4 washrags, 1 man's union suit, 2 aprons, 2 pairs children's hose, 4 napkins, 1 child's pajamas, 1 silk vest, 1 petticoat, 5 handkerchiefs, 3 sheets, 16 towels, 1 man's shirt, 3 pillow slips, 2 boy's waists, 3 girl's suits, 1 nightgown, 1 shirtwaist.

The time schedule recorded was:

Washing—9.15 a.m. to 11.52 or 2 hrs. and 37 minutes.

Hanging out—11.52 to 12.21 or 29 minutes.

Lunch—12.21 to 12.45.

Ironing—12.45 to 4.02 or 3 hrs. and 17 min. Total time consumed for washing and ironing—6 hrs. and 23 min.

Remarks: The laundress was an exceptionally good worker. The weather was exceptionally good for drying.

When the Laundering Was Done Electrically

The second demonstration was of washing, drying and ironing clothes electrically.

Weather—fair and warm.

Number of pieces washed—54.

List of articles washed—same as for first demonstration, except that 1 shirtwaist, 4 towels and 1 large tablecloth were substituted for silk vest, 2 pairs children's hose and small tablecloth.

The time schedule recorded was:

Washing—3.15 p.m. to 4.07 or 52 min. Time taking first clothes out of dryer, putting in second batch, cooking starch, heating ironer, etc., 4.07 to 4.39 or 32 min.

Ironing—4.39 to 6.50 or 2 hrs. and 11 min. Total time consumed for washing and ironing—3 hrs. and 35 min.

What the electricity cost:

Current for washer....	.016
Current for ironer.....	.045
Current for dryer.....	.362
	$ .42

COMPARISON TABLES OF LAUNDRY WORK DONE BY HAND AND DONE WITH ELECTRICAL APPLIANCES

	Time	
	By Hand	Electrically
Washing	2 hrs. 37 min.	52 min.
Hanging out	29 min.	32 min.
Ironing	3 hrs. 17 min.	2 hrs. 11 min.
Totals	6 hrs. 23 min.	3 hrs. 35 min.

	Cost	
	By Hand	Electrically
Laundress, 1 day	$3.00	.....
Carfare	.30	.....
Soap	.24	$0.24
Bluing and starch	.05	.05
Lunch for laundress	.50	.....
Current	.....	.42
Totals	$4.09	$0.71

SAVING WITH ELECTRICAL APPLIANCES

Saving in time	2 hrs. 48 min.
Saving in money	$3.38

Some additional facts which had a bearing on these results were:

The woman who used the ironer had never tried this type of machine before, and necessarily consumed more time than an experienced person would have done. Moreover, the day the washing was done by hand, the weather was "good drying weather"—and any woman will tell you how rare that is on washday.

Because of the small size of this washing, one-half more clothes could have been washed in the washing machine in the same length of time. Neither the second tub of white nor the tub of colored clothes took more than one-third of the capacity of the machine.

Washing Dishes by Hand

As a preliminary to the third test—washing dishes by hand—the dining room table was set with used dishes as for a meal for four people. The test included carrying to the sink, washing, drying and placing dishes in the cabinet.

The time schedule recorded was:

For washing, drying and putting away dishes	30 min.
For cleaning pan and tray, drying and putting away towels	6 min.
For putting away food, clearing table, etc.	9 min.
Total	45 min.

The number of separate operations noted were:

Picking up 9 handfuls of dishes	9
Carrying 9 handfuls to sink	9
Placing dishes in dishpan	3
Putting water in dishpan	1
Soaping water	1
Washing each piece	66
Rinsing	3
Drying each piece	66
Carrying dishes to cabinet	10
Putting away	18
Washing and wiping and putting away dishpan, towels, etc.	8
	194

Washing Dishes Electrically

For the test with the electrical dishwasher, the table was set as for the previous test, and the same operations were recorded.

The time schedule was as follows:

For washing, drying and putting away dishes	17 min.
For cleaning dishwasher, etc.	2 min.
For putting away food, clearing table, etc.	9 min.
Total	28 min.

The number of separate operations noted were:

Wheeling washer to dining room	1
Putting dishes in washer	35
Wheeling washer to sink	1
Putting soap in washer	1
Putting lid on washer	1
Starting washer	1
Emptying washer	1
Putting in rinse water	1
Emptying washer	1
Wheeling washer to cabinet	1
Putting away dishes	18
Wheeling washer to sink	1
Cleaning strainer	1
	65

COMPARISON TABLE OF DISHWASHING DONE BY HAND AND DONE WITH AN ELECTRIC DISHWASHER

	By Hand	Electrically
Steps taken	347	114
Number of operations	194	65
TIME consumed	45 min.	19 min.
—washing, drying and putting away dishes	30 min.	17 min.
—cleaning up, etc.	6 min.	2 min.
—putting away food, etc.	9 min.	*

* Not included, because food was put away while machine was washing and drying dishes.

Commercial Side Coming to Front at N. E. L. A. Convention Next June

Committee Sessions of Commercial Section at Denver Reveal Lively Interest of Central Stations Everywhere in Business-Getting Problems. "Our Meeting at New York Is Going to Be a Shirtsleeve Convention of Go-Getters" Declares Chairman O. R. Hogue

ONE hundred and twenty-five leading central-station commercial executives from all parts of the country, East as well as West, met at Denver for the mid-winter session of the N. E. L. A. Commercial Section committees, held during the week of January 22.

Discussing plans for the New York convention in June, Oliver R. Hogue, chairman of the Commercial Section, said:

"The electrical industry is now getting into its commercial stride, and the 1923 national convention at New York the week of June 4 will be of the greatest commercial significance in the history of the central-station business. Much important information on selling methods will be offered and many surprises are in store in the presentation of this material.

"Not only will every central-station executive want to be present himself, but he should see that his commercial manager and the principal members of his selling staff are also on hand for the important general and commercial sessions. The 1923 meeting of the Commercial Section is going to be a shirtsleeve convention, by which I mean that the commercial men are going to take off their coats and go after the business."

Chairman Regar Shows Magnitude of Lighting Business

G. Bertram Regar, chairman of the Lighting Sales Bureau, pointed out some of the commercial possibilities in the field of lighting sales. For example, he said, it is feasible, with benefit to customers in general, to double the lighting intensity of existing installations, and since lighting makes up 58 per cent of the total central-station income today, tremendous increases can thus be achieved in central-station gross business. The Lighting Bureau's program for 1923 will be concentrated on the two important subjects of residence lighting and store lighting. Papers and reports will be prepared and circulated well in advance. Novel means are being planned for the dramatic visualization at the convention of business-getting ideas.

The Power Sales Bureau, C. K. Nichols chairman, expressed a desire to learn of the problems of the West and to make the work of the committee of more value to Western commercial men. Particular attention will be devoted to new types of drives and to the subject of industrial heating.

Merchandise Bureau Discusses Compensation of Salesmen

More than one hundred were in attendance at the meeting of the Merchandise Sales Bureau, presided over by Chairman Frank Pembleton, Newark, N. J. The discussion centered around the compensation of salesmen and the possibilities of the electric range. On the subject of compensating salesmen, Chairman

Some of the Delegates to the N. E. L. A. Section Meetings in Denver, January 23 to 27

Standing, left to right—C. R. Skinner, New York; N. T. Wilson, Keokuk, Iowa; Vernon Tallman, Boston; H. S. Meese, Philadelphia; E. Praget, Schenectady, N. Y.; R. M. Bleak, Salt Lake City; R. P. Sanborn, Orange, N. J.; M. C. Morrow, New York; C. O. Dunten, Springfield, Ill.; W. L. Goodwin, New York. Sitting—J. R. Coxe, New York; F. R. Jenkins, Chicago; C. K. Nichols, New York; G. E. Miller, Cleveland; A. K. Baylor, New York; Samuel Adams Chase, New York.

Front row, seated, left to right—Harold Wright, Chicago; R. S. Hale, Boston; Oliver Hogue, Chicago; A. W. Childs, Los Angeles. Standing, left to right, L. C. Spake, Chicago; E. R. Jacobs, Chicago; C. E. Greenwood, Boston; C. A. Cummings, Chicago; James Kirk, Chicago; E. A. Edkins, Chicago; G. B. Regar, Philadelphia; A. M. Frost, Fresno, Cal.; W. E. Clement, New Orleans; D. C. Ray, H. E. Sandoval and Walter C. Heston, all of San Francisco, Cal.

Earnest Edkins of Chicago points out far-away Denver, from Lookout Mountain near Buffalo Bill's grave. From left to right the hardy mountaineers are, H. S. Sands, Denver; Frank Pembleton, Newark, N. J.; Merrill Morrow, Tenafly, N. J.; C. O. Dunton, Springfield, Ill.; Mr. Edkins, and G. Bertram Regar, Philadelphia.

Hogue told of the experience in Chicago, where his sales crews have been for years campaigning small appliances, selling these devices from wagons which in the morning go to a certain corner and spend the day there while the salesmen start out and peddle the appliances at back doors. Last year the Commonwealth Edison Company in this way sold over 52,000 pieces, representing 20,000 kilowatts in load and close to $900,000 in money.

Chicago's Special Equipment for House-to-House Selling

"We have tried every possible scheme to compensate these house-to-house salesmen on a basis so that they will earn sufficient money to stay with the company a reasonable length of time," explained Mr. Hogue. "But the average now is about 60 days and our turnover in salesmen is something like 500 per cent. We tried paying them a salary and we found them all in the pool rooms. We have guaranted them $2 a day and that cost us $800 to $1,000 a month for the experience. We have tried to pay them salaries and that didn't work. The only scheme that we have found that really works is to pay them on a straight commission basis. Such a commission must be very liberal. And in addition to a liberal commission for selling, you must also give the salesman some kind of a small bonus at the end of the week. I asked one of the captains why the men had to have a little bonus? 'Well,' he said, 'a man likes to have something that his wife doesn't know about.'

"We have a special form of wagon for our house-to-house crews. First we ordered one and then we ordered three, but the rest of the captains said: 'If we can't have a wagon of that kind, we can't work out in the cold in the winter,' so we finally ordered the full number and we now have eight wagons fully equipped. Inside each wagon is a seat and a place for a heater on which to make a little coffee, and the cupboards for the small appliances such as fittings, plugs, etc. We are setting our quota this year at $1,500,000 of house-to-house appliance sales—close to 30,000 kilowatts in load.

"In summing it all up," declared Mr. Hogue, "I believe the only basis is to pay the captain a good commission, give him a bonus on all sales, pay the salesman a liberal commission, give him a bonus at the end of the week and make each man feel that he is a part of the company, that he belongs in all the activities of the company. For these salesmen have to work pretty hard to make the money. Our old-timers clean up $50 to $75 a week. We pay liberal commissions — $30 apiece for selling washing machines; $12.50 for selling vacuum cleaners; $2 apiece for lamps; $1 for flat irons; and so on."

Paying Salesmen's Commission on Company's Total Sales

J. F. Orr, of the Idaho Power Company, described another commission plan. His company operates in southern Idaho and eastern Oregon and at the present time has approximately 23,000 residence lighting customers. Out of this number the company has connected to our lines more than 5,000 electric ranges. It sold during 1922 about 576 ranges, but expects to double that number in 1923.

The merchandise salesmen receive a salary and a commission, but the commission is based on the entire merchandise sales of the company. For instance, a man who is started out at $100 a month, in addition is paid one-tenth of one per cent of the combined sales of the entire company. If the total sales run to $50,000 a month there would be $50 a month go to each salesman, plus his salary. The Idaho Power Com-

"From every shore and clime" quoted Frank Pembleton, the man of great literary discernment, as *Electrical Merchandising's* camera firing squad lined up these pilgrims in this mountain fastness, with the foot hills and far-below plains as a background. For here, you see, is Mr. Pembleton of the Atlantic Coast, more locally New Jersey; Harold Wright of Chicago, a seafaring port on Lake Miche; and A. W. Childs of Los Angeles, the city with the longest coast line in the world.

pany has 21 stores in 60-odd different communities. Some are very lean towns, but this commission plan puts the man in the lean territory on a par with the man in the good territory. Also, in the same town men will not fight to close a particular sale because they know that it is the combined sales on which they get their commission.

C. O. Dunton, chairman of the range committee, presented an outline of the ground which his committee proposes to cover in its 1923 convention report. The points to be taken up during the convention are:

1. *Introduction:* Short history of the electric range and the development of the industry.

2. *Value of the Range Load.*

3. *Selling to the Customer*:

Methods of training salesmen and demonstrators.

Selling the electric cooking idea to all employees.

Practical and used methods of interesting the public.

4. *Advertising*:

Suggested advertisements, publicity plans, displays, etc.

5. *Life of Electric Ranges*:

Data from central stations as to life of ranges to refute idea that ranges are short-lived.

6. *Heavy-Duty Cooking Equipment*:

Data on operating costs of hotel and restaurant equipment, small bakeries, etc.

Pictures of model installations.

7. *Tabulation of Data,* showing the population of towns, number served, local rates, and number of ranges served by all central stations having cooking rates.

New "Electrify Club" Launched at Denver

R. S. Hale Devises Questionnaire for Determining Mathematically Any Electrical Man's Electrical Status at Home. New Club Has No Dues, No Officers and No Constitution, but a Sound Purpose

ON THE special cars from the East to Denver, conveying the delegates to the meetings of the N.E.L.A. Commercial Section committees held in the mile-high city the last of January, great interest was aroused in the new Electrify Club, as presented by R. S. Hale, chairman of the N.E.L.A. wiring committee, who distributed among his fellow-travellers application forms or rating sheets, very similar to that appearing on the opposite page. To the electrical man in the party who, filling in the form and listing all of his home electrical equipment, showed the largest number of points, Mr. Hale offered a very choice prize.

A. K. Baylor, chairman of the wiring committee of the Joint Committee for Business Development, warmly congratulates J. F. Dostal, president of the Colorado Springs electric lighting company, on having the best-wired cavern in America as a customer,—the new all-electric-lighted Cave-of-the-Winds in Williams Canyon, Manitou. "Electrify!" commands A. K. "Dun dun it, dod gast it!" comments J. F.

For a day and a half of travel, thereafter, the delegates could be seen studying the forms, wrinkling their foreheads as they tried to recall everything electrical at home, and toilsomely setting down the various points, with all the painstaking care bestowed on an income-tax report.

Can You Beat Mr. Hughes' Record?

Finally, as the train came into sight of the distant Rockies, and Denver was neared, all hands were instructed to turn in their questionnaires to the tellers. After a breathless delay, George Hughes, president of the Edison Electric Appliance Company, Chicago, was announced first-prize winner with a record of 267 points, thus leading by a neck, O. H. Caldwell, editor of *Electrical Merchandising,* with 255 points, and George E. Miller, commercial manager of the Cleveland Electric Illuminating Company with 222 points.

Any reader is invited to check up his own home installation with the help of the form opposite, and if he can beat Mr. Hughes' high figure of 267 points to send in a certified copy to the office of *Electrical Merchandising.*

The idea of the Electrify Club was originated by Mr. Hale among the men of the Boston Edison Company. Since the idea has been broached at Boston, inquiries from many other cities have come in, and great interest is being taken in many communities to mathematically determine who locally is "the best electrified in his own home."

George Hughes, holder to date of the Electrify Club's record for the best-electrified electrical man's house in America, snapped admiring some of the high points of Colorado's scenery, while Bill Goodwin of the Society for Electrical Development puts in a word for the scenery of California.

Do You Practice at Home, What You Preach Every Day in Business?

Fill in the form below for your own satisfaction and see whether your electrical equipment at home qualifies you for membership in

"The Electrify Club"

of Electrical Men Who Practice What They Preach—Electrically

What Wiring and Outlets Have You? Take the table below, or any other table such as is used for figuring wiring jobs:

Opposite each room put down the outlets in that room. The first column is, as labeled, for ceiling outlets. An outlet means "where the wire comes through the ceiling," and each outlet counts *one*, even if it supplies a 2-socket or a 5-socket fixture. A drop light would come under this head the same as a chandelier outlet.

The second column is the space for side wall or bracket outlets. Each bracket outlet counts *one* even if there are two sockets on the bracket.

The last column is for "convenience outlets" or receptacles. A twin receptacle counts as two.

In the table below, the rooms shown in heavy type are those that count in designating its size, in real estate terms; viz., kitchen, living room, dining room, laundry, bedrooms, etc.

Having put down all the outlets you have wired up, then add together the ceiling outlets, the bracket outlets, and the convenience outlets (switches not being considered as outlets), and get the total.

Then count up the number of rooms in your house on "the real estate" rating of principal rooms. (See heavy type in table).

Divide the number of outlets by the number of rooms and multiply by ten, and that gives you the number of points to be credited for your wiring.

Figuring Up Your Appliances

In the spaces below will also be found lists of appliances of various sizes. Opposite each put the number that you have, and set down the proper number of points earned.

Add up the grand total of points for both wiring and appliances, and you have your rating "in points," for The Electrify Club. As an example to illustrate the method of entering up the points under various headings, there have been set down on this sheet the figures or points for the electrical devices in the home of the editor of *Electrical Merchandising* at Bronxville, N. Y., described in the October, 1922, issue, page 88.

Some of Those Who Have Qualified for the "Electrify Club," and Their Ratings.

Following is a list of some of those who have filled out The Electrify Club's Questionnaire as below, with the number of points claimed by each:

G. E. Miller, commercial manager Cleveland Electric Illuminating Co. 222
C. E. Greenwood, manager of electric shops, Edison Illuminating Company of Boston.. 147
E. A. Edkins, manager of electric shops, Commonwealth Edison Co., Chicago..... 197
George Hughes, president Edison Electric Appliance Company, Chicago 267
Albert Goldman, New York Edison Company, New York 138
O. H. Caldwell, editor *Electrical Merchandising*, New York 255
E. R. Jacobs Simplex Electric Heating Co., Chicago 186
J. Roche, Edison Electric Appliance Co., Chicago 176

Fill in This Blank and See Whether You Qualify for Membership in the Electrify Club

How to Count Your Wiring Outlets

Room	Ceiling Outlets	Bracket Outlets	Convenience Outlets	Example
Kitchen	2	2	10	
Parlor		3	7	
Dining Room	1		3	
Laundry	5	2	5	
Bedroom	1	1	4	
" "	1	1		
" "	2	1	6	
" "		1		
" "				
" "				
Bath Rooms	2	1	1	
Closets				
Porches	2			
Halls	3	1		
Totals 19		13	36	
Grand Total of All Outlets.....			68	
Number of Rooms, 8.				
Number of Outlets divided by number of rooms and result multiplied by 10 = 68 ÷ 8 × 10 = 85.				85

For the following small appliances count one point each—not more than two of same thing to count:

Buffer and grinding set.....	1	
Christmas tree sets.....	2	
Cigar lighter		
Coffee grinder	1	
Curling iron	1	
Egg mixer	1	
Electric fans	2	
Electric phonograph motor....	1	
Electric player-piano		
Hair dryer	1	
Heating pad	2	
Sewing machine.....	1	
Soldering iron		
Electric clocks	2	
Vibrator	1	
Violet-ray machine		
Hand vacuum cleaner.....	1	
Hand drill	1	
Furnace control (thermostat)...	1	
Motor driven air pump.....		
Electric gas lighter.....	1	
Toy clothes washer.....	1	
Toy electric range.....	1	
Electric mousetrap	1	
Points	23	23

There may also be included in the above any appliance taking less than 300 watts that is not included in this or the other lists.

For 660-Watt Devices Count Two Points Each

The following appliances count two points each, but as before, not more than two of any one kind may be counted.

Chafing dishes		
Egg boilers		
Grills	2	
Immersion heaters	4	
Milk warmers		
Percolators	2	
Plate warmers		
Pressure cookers		
Samovars		
Shaving mugs		
Toasters	2	
Waffle irons	4	
Points	14	14

Include in the above any other appliance taking over 300 watts, but not over 660 watts.

Electric Irons and Radiators, Two Points Each

The following count two points each, but as many as three of each may be counted:

Flat irons	6	
Radiators of the "sunbeam" type that are plugged in on convenience outlets	2	
	8	8

Count Portable Lamps One Point for Each Socket

The following count according to size:

Portable or Table Lamps. Count one point for each socket.....	25	25
Electrically wired furniture, such as wired beds or tables. Count one for each socket or convenience outlet.		

Devices Rating at Five and Ten Points Each

The following count five points each, but only one may be counted:

Electric ice-cream freezer.....	5	
Electric fireless cooker.....		
Also, any electric appliance not included in the lists that takes over 660 watts and therefore has a special circuit.....	5	

The following count 10 points each, but not more than one of each may be counted:

Washing machine	10	
Vacuum cleaner .....10, [10]		
Dish washer	10	
Mangle with electric motor, but not electrically heated.....		
Electric water heater (1,000 to 2,500 watts).		40

Heavy Consuming Appliances—20 Points

The following count 20 points each, but not more than one of each may be counted:

Electric range of over 1,000 watts	20	
Electric refrigerator	20	
Electric mangle with electric motor and electric heat.....	20	
	60	60
Electric water heater (over 2,500 watts).		
Charging plug for electric automobile.		
Total points available for rating in The Electrify Club..		255

The Larger Meaning of the Term "Electragist"

Not Merely a New and Ingenious Designation for "Contractor-Dealer,"—An "Electragist" Is One Who Upholds the Highest Standards of Business Practice, Following in Principle and in Details an Established Code of Professional Conduct

Prepared at the request of "Electrical Merchandising"

By JAMES R. STRONG

President, Association of Electragists, International, New York City

THE word "Electragist" was adopted in 1921, and literally translated, means an active leader in the business of high-grade electrical contracting and retailing, who is a member of the Association of Electragists, International.

An electragist advocates and upholds at all times the following high standards of business practice:

(1) An Electragist uses only high grade and standardized materials, knowing that inferior products cannot be serviced properly and will not meet the needs of the public.

To do this he keeps in touch with the market. He welcomes new material and devices, and tries them out before offering them to his customer.

(2) An Electragist does quality work in every detail of the job. This is his most important point of competition—quality. In all of his transactions he specifies quality, which is an assurance of safety both in installing and merchandising.

Quality—The best material and appliances obtainable, consistent with the character of the property and the demands on the equipment. Always standard and above standard where special conditions require. Careful selection of workmen and supervision of work performed.

(3) An Electragist's servicing is dependable and trustworthy. No matter how big or how small the job, he does it to the satisfaction of the customer. Acquiring good will is more important than the amount of profit gained. He competes fairly. His business associates always get a square deal.

The experienced trouble hunter goes with alacrity to replace a fuse and shows no chagrin when he finds the trouble in a turned-off switch. A pair of slippers from the tool bag replace the shoes dusty from the street—his hat and tobacco are temporarily abandoned, thus he makes no tracks on the velvet carpets and milady does not fear his second coming.

(4) An Electragist endeavors to make a fair return on his investment. If he cannot make a just profit and maintain his quality and service standards at the same time, he frankly explains this situation to the customer.

JAMES R. STRONG

As a result of (1), (2) and (3) his explanations of practice (4) are simplified to a remarkable extent. The customer, with rare exceptions, appreciates skill, neatness and efficiency and will pay reasonable prices without question. "Satisfactory service secures success."

(5) An Electragist upholds the National Electrical Code. Never will he knowingly skimp a job or make an installation not in accord with the Underwriters' rules. He realizes that violations are costly and reflect on his ability.

The National Code — sometimes called the Contractor's Code because he is the person most interested—is the Electragist's Bible. He studies it and observes it scrupulously. He knows that it represents the combined brains and thought of the best underwriters and engineers of the country and that its strict observance is for the best interest of both his customer and himself.

(6) An Electragist aims to carry adequate stocks, but only sufficient to result in economies to himself and to his customers. His place of business is arranged to permit of maximum efficiency at lowest overhead expense.

An up-to-date stock — a moving stock — a stock adequate but not greater than his needs — a stock cleared at least twice a year of all dead or obsolete material. The Electragist does not permit the enthusiastic salesman to load him up with supplies for which he has no immediate use, just because they are cheap.

In fact the wise Electragist holds his stock at an irreducible minimum, providing a real jobber with whom he has friendly relations, is conveniently located.

(7) An Electragist believes in and seeks to promote association work. He knows that anything that helps the industry helps him, and he co-operates with other branches as well as his own for the common good of all.

Last but by no means least, the practice of supporting local and National associations is the *sine qua non* of the Electragist's business. In no other way, at so little expense, can he improve his business conditions and solve his problems. By friendly association with competitors at home his local problems fade away.

Necessity of Membership

By membership in his National organization he makes possible research and statistics, co-operation with other branches of the industry, co-operation with Underwriters and the Government, data on cost, estimating, labor, etc., etc., impossible in any other way except at a cost prohibitive to the individual.

I have attempted this brief elaboration of the seven practices contained in the official definition of the word electragist, not with the idea of changing or improving the official wording, but in the hope that these details may convey to all interested the seriousness of purpose of those who have put forward this new word and the idea that those licensed to use the word are entitled to the confidence of the public whom they serve. Of this be well assured: The Association of Electragist International with whom I have the honor to be officially connected, will do all in its power through education and moral suasion to make its members, and new members to be added, Electragists as above defined, and proud of the use of the name.

Do You Watch for Every Lead That Will Help You Sell?

BY T. R. JENKINS

There is one salesman whom I know who is possessed of the happy faculty of figuring out leads for himself. When he was out selling electric washing machines in the suburbs, he used to make it a particular point to canvass every house whose back lawn gave "material evidence" of wash-day, knowing that when he found a housewife all fagged out from the arduous labors of scrubbing and wringing, such a subject would always be a fertile prospect for a sale of a washing machine.

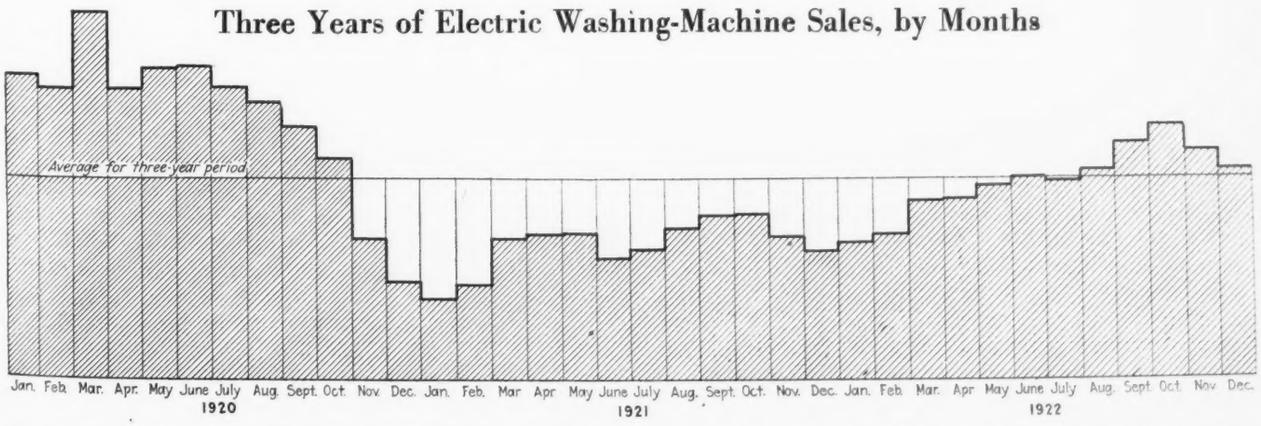
At present he is eulogizing the various advantages of radio, and the same old resourcefulness is still one of his principal sales-making assets, for he is continually learning from physicians and other authoritative sources which households have invalids—because this new form of entertainment makes invalidism and convalescence almost a pleasure. Hence radio finds a ready selling field there.

Before the holidays, last year, an electrical dealer in a low-skyline town was suddenly struck with a bright idea, too. His shop is a poky one, of the glove-fitting type, and, though he wanted to stage an extensive exhibition of washing machines and vacuum cleaners, the size of his store prevented this. However, he solved the problem by temporarily hiring a big vacant place across the avenue and proceeded to arrange a large-scale exhibit, making it all the more attractive and profitable by an attractive arrangement of multi-colored electric lights.

The Brightly-Lighted "Cut Out"

Another dealer of the progressive order resorts to a "cut-out" scheme to put his sales across. If he wants to feature a certain article in a window, he arranges the commodity in question in some neat and clever way, removes the lettering from a poster ballyhooing the product, blackens what remains of the face of the card, places the innovation in the forefront of the window and every evening lights an electric bulb of frosted glass concealed behind the improved sign. Unless you see this for yourself, you could hardly believe what an eye-catching and sales-promoting device this is, the bright letters contrasting with their ebony frame.

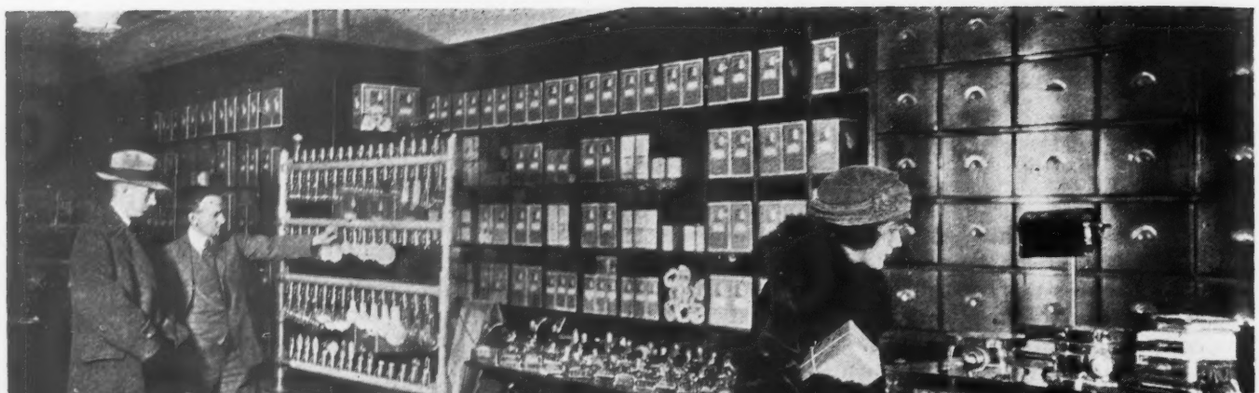
Three Years of Electric Washing-Machine Sales, by Months



This diagram shows the monthly sales of all electric washing machines for the last three years, comparing the monthly output with the average for the three-year period. Final figures collected by E. B. Seitz, secretary of the American Washing Machine Manufacturers' Association, Otis Building, Chicago, show that 422,927 electric washing machines were sold during 1922, at a total manufacturers' valuation of $56,000,000. This was an increase of 42 per cent over 1921. In dollars of sales, electric washing machines comprised 92.6 per cent of all washing machines sold; hand-power machines represented 2.8 per cent; waterpower machines 1.2 per cent; and gasoline and other power machines 3.4 per cent.

The possibilities of speeding up the sales of washing machines in any territory by aggressive merchandising methods, were well illustrated during December, 1922, in Detroit, when several intensive campaigns were instituted by competing dealers. During that month 1,925 electric washers were sold in Detroit. If, in proportion to its wired houses, the rest of the country had done as well, 80,000 washers would have been sold during December—more than twice as many as were actually disposed of (37,466 electric washing machines being sold in the country as a whole).

The diagram above reveals, in a striking way, the recovery of the washing-machine business from the 1921 slump and its recent growth to levels approaching 1920 volume—which result it is confidently predicted will fully materialize during the present year.



What Ten Years of Merchandising Have Taught Kellogg and Bertine

By EARL E. WHITEHORNE

ONE rainy day, eight years ago, I spent the afternoon talking to George E. Kellogg, of Kellogg & Bertine, in their electric shop on the corner of Fifty-Seventh Street and Madison Avenue, New York. They had a little hole-in-the-wall of a store, long and very narrow—hardly any room at all in it but with a long row of show windows. These and the location at an important street-car intersection made what space they had very valuable. And it was a novel and interesting situation from a merchandising viewpoint.

In the first place, these two young men, both of them ex-jobbers, for two years had been running a strictly cash business. They were selling no large labor-saving appliances that require educational selling, easy-payment terms and generous service support. They were doing absolutely no advertising, except by display in their windows. They were carrying in addition to heating appliances, flashlights and other small electric specialties, a variety of non-electric specialties, such as kodaks, films, fountain pens, and dollar watches. And they were making money.

I felt very strongly that they were making several mistakes. I believed that they should do some advertising in spite of the fact that they are lodged in the midst of a great city, and can only expect to sell to a neighborhood trade. I believed that they should sell the larger appliances also to broaden their line. I believed that they were losing some valuable business because they refused to give any credit or any easy terms. We discussed these points and agreed that time would tell.

Forestalling a Move

Well, it has—that is, in so far as this store is concerned. The other day I heard that they had just opened a new store, a second store, across the street from the old one, and I went up and spent another afternoon with both of the partners, to see what more they had learned about electrical merchandising in their eight years.

I picked another rainy afternoon, so that there would be a chance to talk, and I went up to the new store. Almost directly opposite the old store, with its conspicuous front of plate glass I found a pair of brilliantly lighted windows, fronting a small electric shop. And the reason for the new shop is this: The corner building has been sold and they must vacate in October and give up their windows. They realized that this would be a blow, so they decided that the best thing would be to open a new store as quickly as possible and as near as possible, and to use the time between now and October to familiarize their customers with the new location. So they have taken a new shop about twice the size of the old floor space and installed the finest display equipment they could find and a more extensive stock and the most appealing store and window illumination to try and offset the reduced window frontage.

I found Mr. Kellogg in charge of the new store and Bertine in the old, both meeting the customers, selling goods and making friends. Naturally I was curious to know what the effect of this double-store arrange-

ment is having on their business. They told me that the new store had been opened on November 15th, and that in the three months that had passed the two stores together had done 50 per cent more business than the old store had done. Either their old customers are buying more because of the increased line and display, or more sidewalk shoppers are dropping in. They cannot tell. But already the new store is taking hold.

They have moved their repair department to the new store and also certain complete leader lines, as an influence to get people to cross the street and see the new shop, and when they drop in the old shop Bertine tells them that this line is all in the new store and asks them to step over, that Mr. Kellogg will be waiting to show them their larger, newer, more elaborate shop and will take care of them. And they go. For the very fundamental of this Kellogg & Bertine business is Kellogg and Bertine. They have built up their business around three influences — ample variety of stock, making good on every unsatisfactory sale, and interested personal service. But the greatest of these is personal service.

Model Equipment

You walk into the new store and Mr. Kellogg or his assistant starts forward to meet you and greet you. The customer is not left to walk back to the clerk. You see in the windows a variety of seasonable stuff. You see in the cases, just inside the door other lines, more variety, and as you look back down one side of the store is a row of the finest display cases I have ever seen in an electric shop. Not one device is hidden. The glass doors slide easily and customers are invited to dive in and help themselves. Samples are standing on the counter shelf in convenient placing, and there are tables down the center.

On the other side are drawers and shelves, a lamp rack, the cash register, a wrapping table, Mr. Kellogg's desk and a little enclosed "fix-it" shop. Then in the rear is an "el" that contains a fascinating stock of handy household hardware—pliers, saws, files, brushes, adjustable curtain rods, screws, nails, screwdrivers, wrenches, hammers, cutlery, padlocks —all small stuff for the handy man and the mechanically-minded woman to use, things in which the utility element is dominant. They spent $5,000 equipping the new store, showcases, fixtures, lighting, and it was a good job.

What They Have Learned

I said to Mr. Kellogg—"What have you learned in the last eight years about selling electrical goods?" And he told me a number of things—

1. *Cash Sales Only.*—They have found that the "cash only" policy is right—in their store in their neighborhood. For though they lose a sale now and then, this loss has not averaged $200 a year, for they have kept a running record of sales lost. And this is less they know than they would have suffered by giving credit, because some arguments on accounts are inevitable and some customers are lost that way; also some bad debts are unavoidable. And they have found that it takes no more nerve to ask for cash on the sale than to ask for cash on the account. They make 80 per cent of their sales to women, and the modern woman is thoroughly familiar with the cash-and-carry system. They have saved money by the cash sale policy.

2. *Cash Buying Profits.* — They have found that they can make money on the cash basis also. For they have always been able to discount their bills and manufacturers are therefore eager to sell them and offer them many concessions, many bargains. They have estimated that with the cash discount this has added about 10 per cent to their profits.

3. *Forget Competition.* — They have found that it doesn't pay to worry about competition. Too many dealers, they believe, spend time watching their competitors that could be used more profitably in pushing their business. Every case where they have worried about competition has turned out to be imagination. They may lose some customers, they say, but they have proved to their satisfaction that if their stock and their service is right, they will gain as many as they lose. If a new store came and settled next door it

The thing that impresses you most in Kellogg and Bertine's store is the display of goods in the cases. Here is Bertine taking out a small portable to show a customer. The plate glass fronts slide easily and everything is in sight. On the opposite page, the picture shows the cases on the other side of the store, with Kellogg selling lamps from the lamp rack. From this rack they sell $10,000 worth of lamps a year.

would of course hurt them, but so would they hurt the next door store, so naturally the competitor is not apt to come.

4. *Variety of Lines.* They have found that it does not do to carry only one flatiron, one grill or one percolator. An electric shop needs variety and a big line, they say. The 5-and-10-cent store sells 75 per cent of its goods by sight. The counters are actually the salesmen. The clerks only take orders and wrap up. And it is the same in the electric store. The customer wants an assortment, so that he can compare one iron with another and make his choice. But with a dozen irons in stock, one or two models will sell almost exclusively. The others are in fact just "bait," and Kellogg & Bertine carry but one or two of each, not enough to slow down turnover appreciably.

Other Varieties as Bait

They carry eighteen types of percolators but 90 per cent of their sales are of three styles. They stock these and carry the others as bait.

They carry thirty sizes and makes of flatiron, but 90 per cent of their sales are of five or six models. These they stock and the rest are bait.

They carry six or seven different waffle irons and most of the sales are for one square and one round model. The rest are bait. People come in for a round one or a square one, look at them all and take the one that is recommended.

They learned this lesson by experience, for they began by carrying one model of each appliance. They saw that other shops had more interesting displays because they had more types and styles. They tried it and found that it brought more people in to shop and that it paid. These extra varieties that they now carry for bait do not figure 5 per cent of their stock and they pay big profits as decoys.

5. *The Flatiron Case.*—And speaking of flatirons, they have found that it is essential that these be displayed on a special low case, 30-in. high, so that the customer will not lift them with the arm raised unnaturally high. If she does she will select one that is too light and not be satisfied.

6. *Liberal Adjustments.*—They have found that it pays to make adjustments on all lamps that customers bring back, and do it cheerfully. If a lamp has been used two months or longer, they sell the customer a new one at half price or give him a renewal, just whichever he decides is right. Some dealers hand out lamp adjustments grudgingly or with a sigh. They make their customers feel that they have imposed on the dealer and the customer then does not come back. Kellogg & Bertine make lamp adjustments with a smile and it has paid. They started with a $600 agency contract but today their sales run more than $10,000 a year.

7. *Large Lamp Rack.*—They have learned that the way to sell lamps is from a rack that shows seventy-five different types and each in a pull chain socket. The customer looks them all over, plays with them and picks out what she wants. In the beginning they had only twelve of the most popular sizes connected. Other styles they would have to take off of the shelves. With this big rack the customer sees round bulbs, colored lamps, white Mazdas and big sixes that she did not know existed and she tries this one and that.

It has increased their sales enormously. Their sales of ball and candelabra lamps now run 40 per cent of the total. They recently sold one woman 200 candelabra lamps. She uses fifty-six in one room. They have split sockets to test lamps in, so that no time is wasted screwing in.

8. *Window Advertising.*—They have learned that their show windows are the greatest influence in their business next to their cash-sale policy. New York newspapers cost too much and have too much waste circulation. The population within reach of the shop is too great for advertising by mail. So they put their effort into their windows.

Their scheme of display is to give prominence to individual lines, or kindred groups, but not to run mixed displays. They put in thermos bottles and flashlights during vacation time. They put heat pads and curling irons together. But they don't combine flatirons and flashlights. And they light their windows brilliantly and burn the lights. Customers are continually speaking of it. They hire a skilled window dresser to change the windows every week.

9. *No Repairs by Salesmen.*—They have learned that it is a mistake to let the salesmen fill in idle time on repair work. The tendency is always to put in one more screw while the customer walks back in the store, instead of going forward to greet him, and it means dirty hands. In an emergency, if the customer asks the salesman to put a switch in a cord for her, he does it, but he explains that if someone comes in he will have to drop it for a minute until he waits on her.

10. *Charging for Repairs.* —They found that they used to fool themselves on this matter of repairs. They would sell the switch for seventy-five cents and attach it to a cord as "service," charging nothing. Now they make it a repair job—"one attachment plug furnished." Their repair business has grown until it runs from $2,500 to $3,000 in sales a year—all small jobs on cords, plugs, sockets, elements and so on—and it pays a profit of 75 per cent. Every customer they figure will average two repairs a year. Yet they never try to sell repairs, never urge them. They sell lamp cord, wire, sockets plugs, contacts for an iron, anything for people to tinker with themselves and these sales total from $2,000 to $3,000 a year. But often the customer will return with the material and ask them to do the job.

11. *Choosing New Lines.*—They have found that it pays to keep a record in a book every time a customer asks for something that they do not carry. They watch this record and study it, and when their customers show a sufficient desire for an article that they see will add to their line they put it in stock. They make every new article qualify itself in these five ways—

1. Continued demand.
2. Appropriate character.
3. Space required to display.
4. Selling and service required.
5. Margin of profit.

They will take on nothing that does not pay 40 per cent. Their average is 42 per cent or 44 per cent with the cash discount.

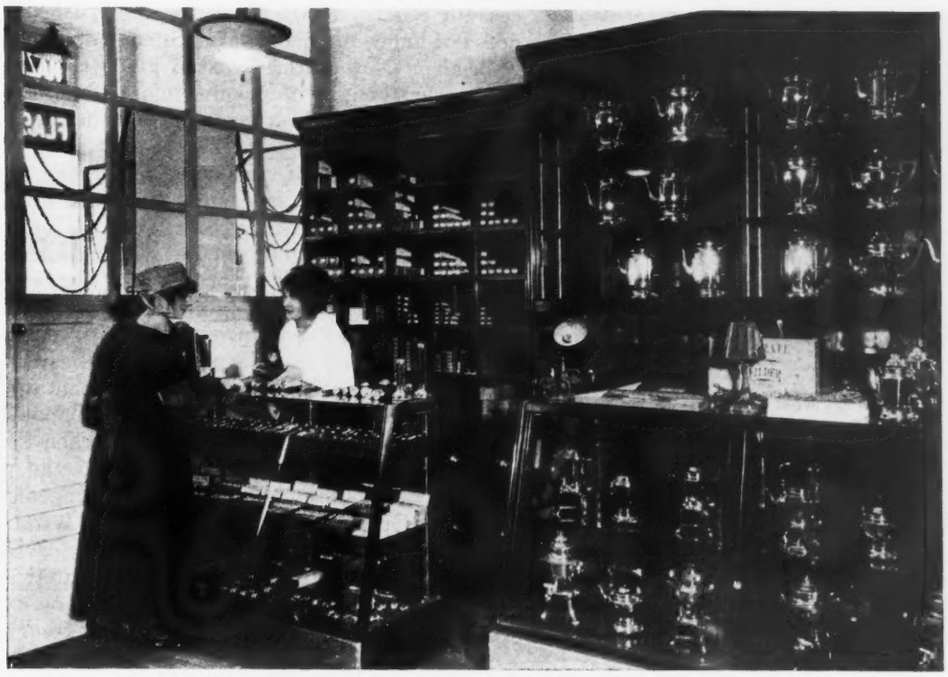
Some Hardware Carried

People have asked for fountain pens, Eversharp pencils, films, kodaks, Ingersoll watches, and canned alcohol outfits, and they put them in. People have asked for handy household hardware and they have introduced this in the store They have asked for washing machines and vacuum cleaners but they do not carry them because of the trouble of selling and servicing, nor do they add such things as garbage pails, and stepladders, although they

are asked for because they would take up too much space and would not fit. They would make the shop look more hardware than electric.

12. *Counting Late Purchasers.*—They have found that it pays to keep a record of when the customers come in and for ten years have listed the sales made after six o'clock. This has taught them how late to keep open at different seasons, so that their present schedule is July and August, 7 o'clock; October and November, 9 o'clock; December, 10 o'clock; and all other months 8 o'clock.

13. *Display of Goods.*—They have learned that it is absolutely essential to keep the goods out where the people can see them and handle them. They may not buy the other things they see, but some day they will return for something else. In every case they try to show the customer at least one other appliance and describe it, the one that any one might logically add next to the electrical equipment of his home.



In this little corner Kellogg and Bertine sell $500 worth of flashlights and flashlight batteries every month—$6,000 a year—and in addition pens and pencils to a surprising total. It only shows how you can brighten a little corner in an electric shop when you know how.

14. *Fair Dealing.*—They have learned that it pays to give personal service and absolute fair dealing. If the customer by buying a larger number of lamps may save on the price, they explain it. They buy no cheap goods for bargain selling. They believe that quality pays because the more satisfactory you make your merchandise the more the customer will buy.

They have sometimes offered some combination—a folding aluminum ironing board as a premium with a flatiron for instance—and sold 100 of them. But the big influence, in the growth of the buying, they are confident, has been intelligent, courteous, personal service, a big variety of goods and fair dealing.

15. *Lamp Sales.*—They have learned that it does not pay them to carry a big assortment of portable lamps and silk shades. They cannot compete with the variety offered by the big department stores, so they restrict themselves to metal floor lamps and bed lamps.

Last spring they took up radio in a limited way, selling first parts and then complete units. They now carry two units in stock and are selling them fast. They make a feature of selling a complete lamp unit on a tea wagon with the batteries underneath and are getting out a special tea wagon with the lower shelf enclosed with panels so the battery will be out of sight.

Sales and Profits

Kellogg & Bertine are making a big success of their store. Their annual sales are running to surprising figures—portable lamps $10,000, heating and cooking devices $4,000, flashlights $6,000; thermos bottles $4,000; cutlery $4,000; watches $5,000; lots of violet ray and vibrators, lots of radium devices, lots of tape, shade holders and small stuff. Their average sale figures $6.50.

They are making money because they are selling all goods at list for cash. Their minds are free to sell goods and make friends of their customers because they have no financial worries. Their overhead is low, for although they have a liberal delivery policy and will send anything home by messenger within the city or postage paid anywhere else, there is a minimum of other overhead, because there are few books to keep and the partners are not burdened with detail and can do most of the selling.

They keep a record of purchases. They keep a running inventory. They keep a record of sales made each day and of expenses. And there you are. For that's all there is to it. They know at the end of each month exactly how much they have made in cash.

And then comes the pleasant part of the business that Kellogg and Bertine have built. At the end of each month they figure out how much they have made. They leave never more than 25 per cent of their profits in the bank for the business to grow on and the balance they split fifty-fifty and then Kellogg and Bertine take it home. In July or August sometimes that amounts to not more than $250 for each of them, but by December the total has swelled to something big and more than once these two men have each cashed in as their own month's shares over $2500 in good green money. It doesn't take much algebra to calculate that Kellogg and Bertine have got a good thing in this store of theirs.

Take Home the Earnings

For these two young men have fastened onto a bit of very fundamental economic philosophy and organized it into their business. They have discovered the fact that "nothing counts but the money you take

home" and that the man whose ambition prompts him to keep interminably putting his profits back into his business is fooling himself lamentably, because too often he simply goes on building up more work and more responsibilities, whereas neither he nor his family are really profiting in the comfort, pleasures and opportunities enjoyed that his work should be bringing them. All that he is getting out of it is more and more busy-ness instead of more and more joy in living—which is really what he is or ought to be after.

A Sound Business Policy

So Kellogg & Bertine are "cashing in" and doing their living as they go. They have decided that it is a great mistake to have too much money in their business and get too great a bank balance, because it is a never ceasing temptation to buy, to stock up, to take extra discounts on extra quantities. So they have made a rule not to buy for more than one month ahead except before Christmas, and they average eight turnovers a year. And they keep their bank balance down and take the rest of the money home.

I asked Kellogg whether he thought a cash store like his would be a success in other cities. Of course he does not know, for his experience has been all in New York. I asked him if he ever thought of opening more stores in other neighborhoods in New York. His answer was that their little store is constantly growing and making them more money and that he knows that the same policy of personal attention and service will continue to increase their profits for some time. Therefore they mean to sit tight and take good profits with no worry, rather than expand and have a bigger business with more worry but no more money to carry home and no more freedom. And when you come to turn that over in your mind, about the only thing to say is that this Kellogg is one wise man and this Bertine is another.

Radio Bill Dead. Held Up in Senate

The radio bill is dead. The Senate committee on interstate commerce has decided definitely to take no action this session on the measure which already has passed the House of Representatives. Senator Underwood, the Democratic leader, takes the position that the bill is too important and too far-reaching to be rushed through in the closing days of Congress, when it is impossible to scrutinize it carefully and to conduct the public hearings, which he deems necessary.

The failure of this legislation, along with the legal decision which has overthrown the present methods of restraint, leaves radio communication practically uncontrolled. Secretary Hoover states that he will search for a temporary policy, but he is doubtful if those concerned would undertake the necessary new instrumentation, which would have to accompany a change of wave lengths, when there could be no guarantee as to the permanency of the new arrangement.

With the growing importance of the subject, however, it is certain that this bill or some substitute will be revived again probably at the next session of Congress.

Edward Miller Company Bought by Rex Cole and Associates

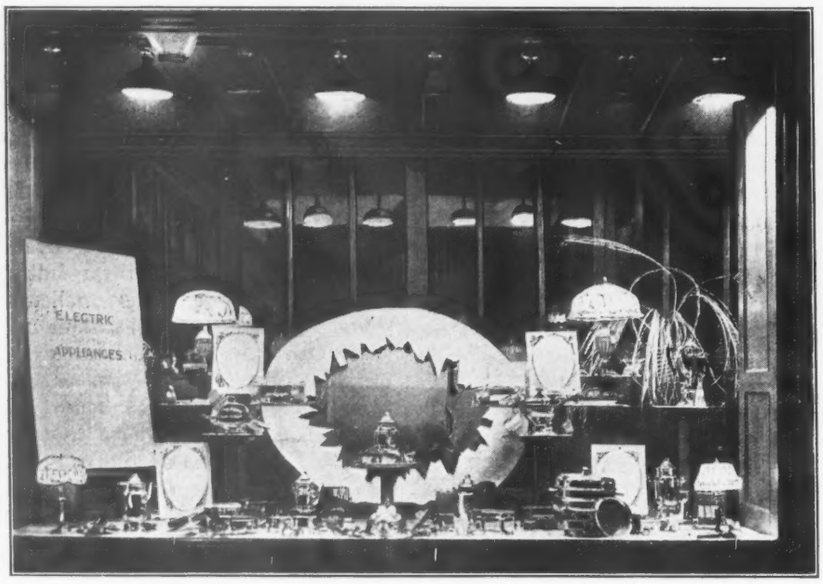
The well-known fixture firm of Edward Miller & Company, Meriden, Conn., has been purchased by Rex J. Cole and associates, and with it will be merged the Duplexalite Corporation and the Duplex Lighting Works of the General Electric Company, which will thus be discontinued as separate companies, the combined business being operated under the name of Edward Miller & Company of Meriden, Conn., with Rex J. Cole as president and Max Schwarz as vice-president and general manager.

Edward Miller, Jr., will continue as chairman of the board, and other officers are: Vice-presidents, Guy P. Norton and I. B. Miller; treasurer, Samuel McNabb; secretary, Hewitt Warburton; assistant secretary, L. A. Frost.

The Edward Miller company was founded in 1844, and in the early days manufactured oil lamps, later adding gas-lighting products, and finally entering the electrical field, where it has become one of the large manufacturers of portable lamps and lighting fixtures.

The Duplexalite offices in New York City will be discontinued and headquarters moved to Meriden. Meanwhile the Edward Miller offices on Park Place, New York, will be enlarged and other branch offices will be maintained in Chicago, Cleveland and San Francisco.

For Your Easter Window, the Last Weeks of March



Here is an Easter window arranged by McCarthy Brothers & Ford, Buffalo, N. Y. "We had a large 'Upson' board egg with a jagged opening back of which we mounted a box in which were several small live rabbits," explains E. D. O'Dea, sales manager. A large card to one side was lettered as follows: "These electric time-, toil-, temper-saving appliances will hasten your resurrection from antiquated life-shortening methods. Step in and allow us to show them to you." The other cards carried expressions as follows: "An appetizing Easter Menu, Chicken and Waffles; the latest idea in electric house parties, a waffle party." The floor of the window was covered with purple and white striped paper and a lot of miniature ducks and geese were scattered around on the floor.

"The New Dignity of Thrift"

As Represented in a Series of Newspaper Advertisements by an Electric Company

How an essentially modern philosopy of housekeeping, created out of the development of electrical household aids, has received recognition in a remarkable series of educational advertisements by the Commonwealth Edison Company of Chicago. Four of the series are reproduced here.

Thrift means a higher standard of living without added expense, the dignity of serving oneself, and domestic independence.

One of a series of articles contributed by editorial writers of Chicago's leading newspapers, endorsing their interest in domestic thrift and independence.

Are men lazier than women?

ARE men lazier than women, or only less conservative? It is a fact that man's work, which mostly lies outside the home, has been simplified and made easier by the adoption of a thousand devices, but women's work, which is mostly in the home, continues very often to be back-breaking, nerve-wracking, expensive drudgery.

How many women still wash with a tub and a wringer, iron bending over a flat board, ruin their hands in greasy dishwater, scrub floors on their knees, and chase dirt with the clumsy, ineffective broom?

Of course they hate it. Of course they complain about it. They feel a loss of self-respect in doing it, and whenever possible they get some other woman to do it for them, at high cost, thrusting away their responsibilities and denying themselves the opportunity of thrift. And if there was no way of changing the character of that work, who could blame them? The times are civilized, but they see that housework as it is too frequently done is primitive.

It need not be so. The washing machine is here, the electric flat iron and the ironing machine, the vacuum cleaner with a dozen neat attachments for every sort of cleaning, the automatic dishwasher and drier, electric and fireless cookers, and many other devices of the precise type which in general industry and transportation make work easier and less expensive.

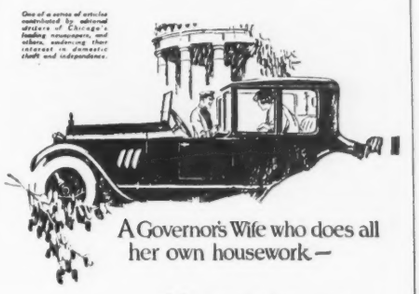
These things pay their way, rapidly in time and ease. But more particularly, they pay in money. What we all insist on in the need of thrift in this country. But what is thrift? Not economy alone. Thrift is economy with foresight. After the initial cost of the devices necessary to make reasonable the work of an ordinary household, the interest on that cost will hardly equal the wages of a girl and a washerwoman for one month.

The time has come when forward-looking housewives no longer take pride in having their work done for them. They take pride in doing it themselves, so comfortably that it is no sacrifice, and so economically that it is the basis of their self-respect.

COMMONWEALTH EDISON CO.

Thrift means a higher standard of living without added expense, the dignity of serving oneself, and domestic independence.

One of a series of articles contributed by editorial writers of Chicago's leading newspapers, and others, endorsing their interest in domestic thrift and independence.



A Governor's Wife who does all her own housework—

YOU remember the story—quite a sensation in the daily papers.

She entertains, she pays her calls, she presides at club meetings—and does every bit of the cooking, cleaning and laundry work in a twenty-one room house.

Marvelous, of course, but most of us marvel, not so much at *how* she does it, but *why* she does it. A Governor's wife—the First Lady of the State! Why does she ever do such menial labor?

She doesn't. Housework isn't menial labor in this day and age. Electricity comprises a staff of servants, thoroughly trained and highly specialized. Electricity cleans the rugs, washes the dishes, irons the clothes, cooks the meals.

The housewife is House Manager. She has but to direct the work of the force at her command.

COMMONWEALTH EDISON CO.

Thrift means a higher standard of living without added expense, the dignity of serving oneself, and domestic independence.

One of a series of articles contributed by editorial writers of Chicago's leading newspapers, endorsing their interest in domestic thrift and independence.

"Why, she even does her own washing!"

WE all remember the day when a statement like that emphatically determined a woman's social standing.

If it happened to be a sudden reversal of financial affairs, everybody felt sorry for the poor girl. Otherwise, she was considered penurious, and even a bit "common".

Don't think for a minute that women *wouldn't* wash because they didn't like to. Every woman loves to dip things up and down in warm suds, and pink them freshly and spread them out to dry on the radiator. It's been going on upstairs in apartment houses for years and years!

But no woman liked the long trail down the back stairs with the clothes basket and the bending over iron grey tubs while she rubbed cuffs on the washboard. It was menial labor and it hurt!

Then two things happened. Women-by-the-day went up to $4.16, and the electric washing machine took their place.

No woman could resent nor resist the bright, shining, clean, capable-looking electric washer. It wasn't menial labor to place the clothes in the smooth cylinder and turn on the current. It wasn't menial labor to turn another switch for the electric wringer. The electric iron, then the electric ironer, supplemented the washer. All her neighbors were using them. She was quite in her element!

And so, today, she does her laundry work in the morning and plays bridge in the afternoon. But, of course, you'd never know it by looking at her well-groomed hands!

COMMONWEALTH EDISON CO.

Thrift means a higher standard of living without added expense, the dignity of serving oneself, and domestic independence.

One of a series of articles contributed by editorial writers of Chicago's leading newspapers, and others, endorsing their interest in domestic thrift and independence.

The pride of playing a part in the modern way of living

A FEW years ago the family washing was a forbidden subject because the proud housewife was unwilling to let her neighbors know that she actually "did the washing."

That, of course, was in the back-breaking days of bending over an unwieldy tub, the housewife's tiring arms plunged deep in a sea of soapy suds.

But now, the application of electricity to household work has lightened the task and given a new dignity to labor in the home.

The mere turn of a switch and the greatly dreaded and menial job of washing is uplifted—made acceptable and easy.

It is not within the realm of any woman's desire to do, or to help to do, the family washing in the old-fashioned, humiliating way. But it is the desire of each of the well intentioned majority to do all that is physically possible to measure up as a helpmeet in the true sense of the word.

This is an era of progressive ways of living and the modern housewife is eager to prove her faith. The electric washer enables her to fulfill and actually participate in meeting the responsibilities of thrifty home management without physical strain or loss of dignity.

The installation of this modern household labor-saving equipment is a tribute to her advanced ideas of practical economy. The modern housewife no longer shuns discussion of the family washing. With her electric washer she is proud to declare that she willingly "lends a hand", and plays an active part in the modern way of living.

COMMONWEALTH EDISON CO.

Progressive Ideas Incorporated in Proposed Code Changes

Branch-Circuit Fuses Increased to 15-Amp. Old "660-Watt Rule" Abolished and Dependence Placed on the Fuse. Outlets per Circuit to Be Limited Only to Twelve. Marking of Neutral or Grounded Wire. Fuse Markings Defined

UNDER the stimulation of the frank criticism that has poured in upon the out-of-date provisions of the National Electrical Code in its 1920 edition, the so-called "Electrical Committee" of the National Fire Protection Association, which is charged by the Underwriters' interests with the revision of the Code, has prepared its amendments to be incorporated in the 1923 Code and has included a number of progressive ideas which will be welcomed by electrical men generally.

Some of these ideas have, of course, been current practice for years in certain sections of the country, and now that the N. F. P. A. body has caught up with and approved them, other districts which, electrically, are under Underwriters' domination, can now enjoy the benefits of common-sense electrical construction rules.

For example, the famous "660-watt rule" which, had become utterly meaningless in this day of many appliances, has now been abolished under the 1923 Code, and the former 10-ampere branch-fuse limit has been increased to 15 amperes, the only limitation on the circuit being a maximum of 12 outlets per circuit. No longer will it be necessary for the innocent householder to have a separate circuit run for each ironing outlet or percolator connection. Up to 12 outlets will be permitted per circuit, the dependence for protection being placed where it belongs, on the fuse. Incidentally, fuses will be marked clearly by shape or color, so that a glance will serve to show whether the proper fuse is in place.

Can Omit Neutral Fuses by Special Permission

Opportunity is also afforded to get more experience with solid unfused conductors on the grounded sides of branch circuits, such construction with a fuse in only the one ungrounded side of the circuit being approved by the new Code, subject to special permission being granted, in each case, by the local inspection department.

Provision is made for the marking of neutral wires in three-wire circuits, and also of the grounded side of two-wire branches so that the marked grounded wire can be carried to the shell elements of sockets, where sockets are supplied.

The Electrical Committee which has prepared the changes, for the 1923 Code, will hold a public hearing on the subject in the rooms of the New York Board of Fire Underwriters, 123 William Street, New York City, at 10 a. m. Monday, March 12, when persons having criticisms of the proposed changes will have an opportunity to present their objections. After the public hearing the committee will meet and act on the suggestions, and as soon as practicable the 1923 edition of the National Electrical Code will be issued.

Recodification of the National Electrical Code

Aside from the technical changes in the Code, the desirability of a new *arrangement* of the code clauses which will make the Code more easy to understand and to refer to, has also been studied by the committee. It has been difficult, of course, to find a form which will be satisfactory to everyone, particularly an arrangement that would put all the material on any one subject in one place. To do this would require an enormous amount of repetition that would defeat the purpose to simplify the Code. The arrangement as finally proposed consists in placing all the material on general subjects at the beginning, following this with an arrangement of the material referring to specific

Recodification and Rearrangement of Code Material

The material of the 1920 Edition, together with all revisions and additions to be determined upon at the March 12th meeting, will be arranged according to a Table of Contents of which the following are the headings:

1—Definitions
2—General
3—Central and Sub-Stations
4—Outside work
5—Services
6—Wiring Methods
Open Work
Knob and Tube
Conduit Work
Other Wire Raceways
Armored Cable
Decorative Lighting
Insulation Resistance
7—Conductors
8—Outlet Boxes and Cabinets
9—Automatic Protection of Circuits and Appliances (Fuses and Circuit Breakers)
10—Grounding
11—Rotating Machinery and its Control Apparatus
12—Transformers
13—Switches
14—Switchboards and Panel Boards
15—Fixtures, Lamp Sockets and Receptacles and other Outlet Devices
16—Lamps
17—Heaters
18—Resistance Devices
19—Storage Batteries
20—Lightning Arresters
30—Care and Car Equipment
31—Car Houses
32—Cranes
33—Elevators
34—Extra-Hazardous Locations
35—Garages
36—Motion Picture Studios
37—Motion Picture Projectors
38—Organs
39—Radio Equipment
40—Signs and Outline Wiring
41—Theatres
42—Small Isolated Plants
50—Constant-Current Systems, and Systems and Voltages of over 600 volts
60—Marine Wiring
70—Signal Systems.

New numbers will be assigned so that references may be made by giving Article Number and sub-numbers as 1—701*e*, 812*a*–3, etc.
Diagrams will also be included where they will supplement the text.

Some of the Important 1923 Amendments to the National Electrical Code

Rule 23. Automatic Cutouts.

d. Fuses for Branch Circuits. Amend to read:—

For the purpose of this section the terms "branch circuits" and "outlets" are defined as follows:—

"Branch Circuit" is that portion of a wiring system extending beyond the final set of fuses or circuit breakers protecting it, and at points on which current is taken to supply fixtures, lamps, heaters, motors and current consuming devices generally; such points are designated as "outlets."

By special permission of the Inspection Department, two-wire branch circuits from systems having grounded neutral or one side grounded, and where the grounded conductor is identified may be protected by a fuse in the ungrounded wire, no fuse being placed in the grounded wire. Otherwise, two-wire branch circuits shall be protected by a fuse in each wire.

Three-wire branch circuits may be run from D. C. or single phase A. C. systems having a grounded neutral. In which case the neutrals of the branch circuits shall not be fused. The neutrals of such circuits shall not be interconnected except at the center of distribution.

Branch circuits in general, and except as described below, shall be protected by fuses of no greater rated capacity than

15 amperes..at 125 volts or less
10 amperes..at 126 to 250 volts

Fixture wire or flexible cord of No. 18 or No. 16 gage shall be considered as properly protected by 15 ampere fuses. Receptacles for attachment plugs (convenience outlets) are strongly recommended in order to facilitate the use of electrical appliances which, otherwise, must be connected to sockets designed primarily only as lamp holders.

On a two-wire branch circuit and on either side of a three-wire branch circuit, the number of outlets shall not exceed twelve (12) except by special permission.

* * *

Rule 25. Heating Devices.

a. 1—Amend to read:—

Heating appliances of six (6) amperes or 660 watts or less, may be used on branch circuits; heating appliances of ten (10) amperes or 1200 watts or less, may be grouped on a special circuit protected by fuses having a rated capacity not greater than 15 amperes. Each complete heating appliance, whether containing one or more heating elements, which is of more than ten (10) amperes or 1200 watts total capacity, shall be supplied by a separate branch circuit.

* * *

Rule 26. Wires.

a. Substitute for first paragraph.

For conductor sizes No. 8 and smaller the neutral conductor on all three-wire circuits and one conductor on all two-wire circuits shall have continuous identifying marker readily distinguishing it from the other conductors.

* * *

Rule 68. Fuses.

e. Marking. Amend to read:—

Must be marked with the words "N. E. Code St'd"

All fuses shall be marked with the ampere capacity on ferrule contact fuses, this marking shall be on the tube or ferrules, and on knife blade fuses on the tubes or caps.

In addition to the above marking each cartridge enclosed fuse shall be provided with a paper label, red for 600 volt fuses, **yellow or orange for 250 volt fuses of 15 amperes or less capacity and green for fuses of over 15 amperes capacity.**

The label for cartridge fuses shall bear the following: the name or trademark of the manufacturer and the voltage for which the fuse is designed.

Plug fuses of 15 amperes capacity or less shall be distinguished from those of larger capacity as follows: by an hexagonal opening in the brass cap through which the mica or similar window shows; or by an hexagonal-shaped recess in the top of fuses having porcelain or moulded composition tops, and when labels are used with such plug fuses the labels shall also be hexagonal in shape and fill the recess; or on plug having solid metal caps, by an hexagonal impression either raised or lowered on the caps.

* * *

Rule 77. Fixtures.

b. Fourth paragraph—amend to read:—

Each fixture **shall** be so wired that all screw shells of sockets are connected to the same fixture stem wire, or supply wire, or terminal in the fixture, and this wire or terminal **shall** be marked in an approved manner by which it may be readily distinguished. **The marked wire should be, in all cases, the ground wire.**

subjects under these subjects in such a way that all the specific material on one subject will be together. This will provide for the least cross-referencing, but will necessitate a complete change in the form of the Code, including rewording of much of the material so that its present form, which has grown up rather haphazardly, will be completely changed.

New Book on How to Write Show Cards

Principles and Practice of Show-Card Writing. By Lawrence E. Blair, Instructor in Drawing, University of Wisconsin Extension Division. 236 pages, 6 x 9, 224 illustrations. Published in both loose-leaf and book form. $2.50. McGraw-Hill Book Company, Inc., 370 Seventh Avenue, New York City.

The fundamental principles of show-card writing together with the most recent developments in the practice of the art.

The book is a text used by students in the University of Wisconsin Extension Division and with its numerous illustrations and practical instructions will be of service to electrical merchants, contractors and dealers, who wish to make their own display cards and carry out ideas of electrical display. The subject of window-trim is also touched on. Some of the topics covered by the book are: construction of elementary letters, modern show-card alphabets, principles of placing and arrangement, color, principles of show-card advertising, card writing practice, simple designs in color, designing cards in several colors, the use of tempera, details of commercial practice, etc.

A Million Lamps Brighten New York's White Way

Not New York's theatres and movie palaces, but the restaurants and cigar stores of the greater city, make up the bulk of the white-way brilliance of Manhattan.

For according to a survey of outdoor electric signs made by the New York Edison company and announced at the sign exhibition in its Irving Place showrooms during February, there are approximately 9,500 electric signs, containing more than 1,000,000 lamps, between the Battery and One Hundred and Thirty-fifth Street. Restaurants head the list with 2,232 signs and tobacconists are second with 708. The once leading theatres have dropped to fourteenth place, while the "movie" houses are ninth in rank.

What Is Happening to Radio?

Over Production and Over-manning of the Distribution End. Excess of Non-electrical Dealers Now Being Cleared Out. The "Gyps" and Their Useful Function. "Wired Wireless"

By RAYMOND FRANCIS YATES

WHAT has happened to radio? Has it turned out to be the fad that many claimed it was going to be, or is it going through a purifying period that will place it upon its feet as the substantial and normal industry that it deserves to be? These are some of the questions which those interested in the business angle of the new art would like to have answered. To answer them it will be well to review the developments that have taken place during the past year.

Frenzied Buying and Selling

During February, 1922, radio sales reached their peak. This was the height of a period of frenzied buying and selling. The rapid growth of radio presented all the mysteries of a business phenomenon. It was like the story of Eskimo Pie multiplied by one hundred. It took on all the aspects of a gold rush. Featured as a side line in hardware, stationery, drug, phonograph and millinery shops, it seemed to be anybody's child.

If there was such a thing as temporary business insanity, surely we had a spell of it during last year. In general the retailing of radio apparatus was a positive farce. It was handled by people who knew little about it and cared less. Since the sales resistance was practically nil, names and trade-marks amounted to nothing and everything that possessed a resemblance to a radio device had a ready sale. Dealers ordered wildly, jobbers ordered wildly, and manufacturers accepted wildly. Everyone who could scrape together a few hundred dollars went into the business, trying a hand at either retailing, jobbing or manufacturing. In 1919 we had approximately thirty reliable producers of radio merchandise. By February, 1922, it was estimated that we had 3,000 producers. The growth of electrical jobbers and dealers was no less than phenomenal.

Raymond Francis Yates, the author of this article, has had a broad contact with radio subjects. He is a member of the executive board of the radio apparatus section of the Associated Manufacturers of Electrical Supplies. He has served as managing editor of Popular Science Monthly and as radio editor of the New York Evening Mail, and with Louis Gerard Pacent, is author of "The Complete Radio Book," recently issued.

No thought was held out for the future. Everyone seemed to think that this period of abnormal buying was going to continue indefinitely. When July came and with it the hot weather, sales dropped to an alarming degree. Sagacious business men who had been standing on the side lines were not surprised at this turn of events. We are a nation of sport lovers who never fail to place the summer slip-covers over our phonographs, pianos and other indoor instruments of indoor entertainment. Radio was no exception. The dealers became alarmed when their creaking shelves were not relieved of their burdens, and they scrambled to cancel their orders as madly as they scrambled to place them. The jobbers did the same thing and it was the poor manufacturer who had the worst of the deal. He had ordered heavy stocks of raw material and had many instruments in process and ready for shipment.

The wages of indiscrimination are bankruptcy. Bankruptcy stalked through the land of radio just as famine swept Russia. Literally thousands were swept out of existence. By the middle of August many of the very strongest houses felt the strain upon their resources. They not only had huge investments in raw material, but frozen accounts.

Enter the Cut-Price Dealer

A great mountain of surplus material in the form of parts and finished receivers was available. In some instances large amounts of this material were thrown upon the market at ridiculous prices through bankruptcies. A few dealers in New York City began to cut prices, starting as low as one-fifth of the normal price. Improvised clearing houses were established for the handling of distress merchandise, and a large and dangerous traffic in cut prices was established which further threatened the existence of the large electrical retailers who had heavy stocks on hand.

"Relief will come with the cold weather," many argued. But those who held this thought little appreciated the tremendous amount of surplus merchandise that was waiting to be unloaded. The looked-for revival did not come and many manufacturers who had used their resources to hold out for the Fall period were forced to the wall. September, October and November passed. The public was buying radio apparatus, but it was buying it from the cut-price shops. The writer knows of one cut-rate dealer in New York, with a little store no larger than a hall bedroom, who made no less than $30,000 profit over a period of four months. Although a goodly amount of merchandise was sold during the Christmas period it was not enough to restore normalcy.

Plenty of Buying

There was fairly brisk buying of radio during the fall months. There is brisk buying now—there is normal buying now. There is no depression. We are simply crawling

out of a period of over-production. Then we must not forget that there are many retailers, jobbers and manufacturers. We really have plenty of butter but the piece of bread is too large. Does the dealer who is not doing as much business as he expected consider the fact that there are too many radio shops in his town? Perhaps there are twice or three times as many as there should be. There is nothing wrong with the business; there are simply too many to take care of it. If the dealer is watching for the return of a period of buying that can be compared with that of February, 1922, he will have a long wait. That was an abnormal period. And here we are today comparing the normal with the abnormal. It is like comparing a stale glass of beer with a fresh one. Normalcy in radio buying is here but the situation is not ready to meet it. Some small-town dealers still have plenty of last year's stock left and a goodly portion of them will never re-order once they clear their shelves. New York City, for example, has only half of the radio dealers that we had last year.

Bankruptcies in the manufacturing field have by no means been stopped. It is pleasing to note that it is largely those who have no place in the picture who are passing out. They sneaked in as opportunists and they pass out ignoble and defeated, leaving the field to those who should rightfully inherit it.

Here to Stay

We still hear that unnecessary question, "Is radio here to stay?" We might just as well ask if electric lights, phonographs and automobiles are here to stay. Did we ever stop to ask ourselves what a tremendous important thing radio is and can be? This is the first time that the world has had placed in its hands such a powerful instrumentality. Any medium that will allow a single man to speak into a million ears, has a big place in the scheme of things. Today radio supplies entertainment, tomorrow it will be a utility, so closely interwoven with our national life that it will be guaranteed a lasting existence. Those who doubt its future lack the vision and foresight that has brought into being some of the nation's greatest industries. The history of the telephone, automobile, and other public utilities offer indisputable proof of this point.

Whose child is radio? Who is going to adopt it permanently? Will it attach itself to the electrical industry or will it grow to maturity in other hands? At the present time it would seem that it is "anybody's kid." It is being retailed in every sort of establishment.

Some phonograph retailers have experimented with radio and not a few business men are of the opinion that it should be retailed by this class of dealers. This especially in view of the changes that are about to take place.

Time Payments Necessary

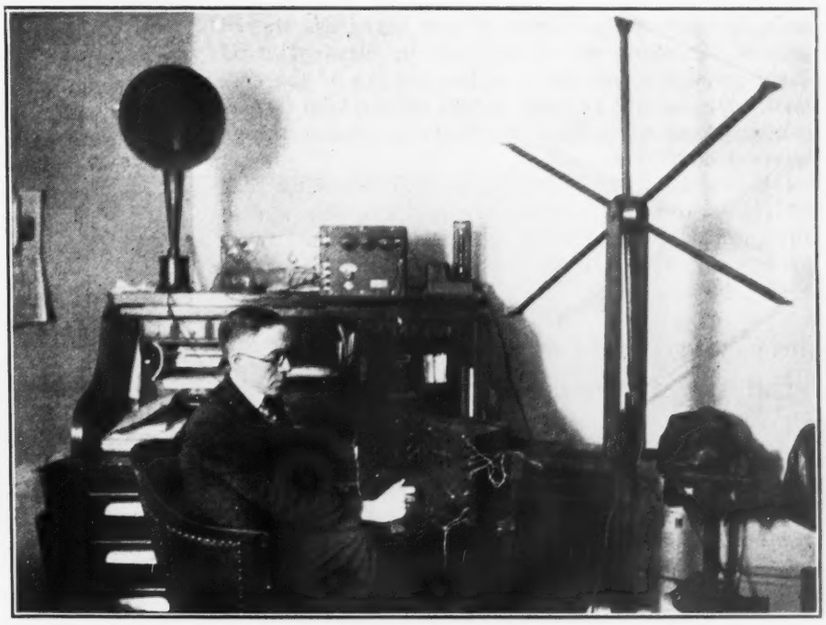
It does not require very deep thinking to understand that the phonograph industry was put on a substantial basis by the wide use of the deferred payment plan. The average American family cannot afford to pay spot cash for items that retail at for a price of over $50. It is true that a large number of complete outfits have been sold at prices ranging from $100 to $200, but then we must understand that there is a certain class of people who can afford this expenditure. On the other hand when we come down to the masses of the public the sales resistance increases tremendously, and the deferred-payment plan becomes highly desirable. In radio, much of the cream has been skimmed off and the time is rapidly approaching when we must adopt the time payment scheme.

The unusual sale of parts indicates the desirability of this method of retailing. Buying parts for a radio receiver, a pair of 'phones this week, a condenser next, is merely another way of buying an instrument on time.

We constantly hear the argument that if radio is to be retailed by time payments, the phonograph dealers are the logical men to handle the business. They know the time-payment scheme thoroughly and understand finances of this nature. Then it is argued that they have the facilities to offer the best service. But is it not true that the majority of electrical dealers also understand the time-payment business, since they too have been selling washing machines and other devices on this plan? When it comes to the service there is some question as to who could handle radio best. The phonograph dealers are certainly not in a position to give more intelligent technical service than the electrical dealers. First and foremost, the phonograph dealer does not have the

(Continued on page 3212)

Debates of Congress May Be Broadcasted by Radio



Representative Vincent M. Brennan, of Michigan, is pictured at his office in the House Building at Washington, listening in on radio reports of activities in the House of Representatives. Representative Brennan has introduced a resolution providing for the radio broadcasting of the proceedings and debates in Congress via the Navy Air Station at Arlington, Va. It is Representative Brennan's idea to eventually enable all members of Congress, as well as the country at large, to "listen in" on the doings on the floor of the House of Representatives.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes that:

ELECTRICAL men more generally must come to recognize the great and unparalleled opportunities for service to mankind which electricity affords in its manifold and increasing applications—in factories, construction work, transportation, shops, stores, offices and homes—and that *to get more people to use more electricity, in more useful ways*, is an obligation which devolves upon every electrical man, as his personal responsibility to the public and to the electrical industry.

ALL electrical men should themselves use electrical appliances and live in electrical homes, as a continuous living demonstration in their communities of the comfort and economy of "doing it electrically."

(For a complete statement of "Electrical Merchandising's" platform for the electrical industry, see February, 1922, pages 52 and 53.)

Personality —to Help You Sell

IF ANYTHING is king in America it is personality. There are no social laws of class that keep you down. There are no rules of caste that pull you up. It is what you are yourself that counts and you build your business and your life out of the things you are and do.

Selling electrical merchandise today entails the giving of service. No man can hope to sell who does not wish to serve. But it is the man who best puts his personality into the service that sells the most. Unconsciously he takes all the cold-blooded element out of business and substitutes the atmosphere of friendship. He ceases to show the evidence of any eagerness to sell someone something for profit, and in place of it is clearly personally interested in the welfare of the customer. His mental attitude is that of one who is perpetually trying to do little thoughtful courteous things for his good friends.

It is this kind of personality applied to selling that develops customers into accounts and glorifies a little store into a local institution. And the best part of it is that any man can do his work this way if he wants to.

The Crying Need for Industry Statistics

ELECTRICAL men are working in the dark. They are compelled to reckon both their achievements and their opportunities by guess-work.

There are many urgent economic issues crying for attention in the world of electricity. We need a definite simplification program that will eliminate excess varieties. We need electrical-inspection uniformity, that will establish nation-wide standards. We need closer organization among the different classes of electrical men that they may harmonize their work into common purposes. We need less waste in distribution. But most of all we need statistics that will give us knowledge of these things we ought to do and why.

At the present time manufacturers do not know how many small motors, or safety switches or other devices will have been produced in any period, nor what the sales have been, nor what stocks exist. And the result is hit-or-miss production, under and over-stocking of both raw materials and finished goods, and inevitable excesses in style, types and varieties. For no man can hope to accurately embrace the whole United States in his guesswork.

An accurate knowledge of production sales and stocks would be a mighty influence for the general economic readjustments that are so sorely needed. Manufacturers would simplify their lines because the figures would demand it. This in itself would tend to improve inspection uniformity, and with the closer organization that would come of such broad purpose, waste in distribution would be reduced and the curse of over-competition that today impels too many manufacturers and too many jobbers to produce and sell too many duplicating lines in too small volume and with too little profit, would be restrained.

The industry must have more figures of known accuracy that will give guidance, and our manufacturers and jobbers can set no higher purpose for 1923 than to evolve a way to make such industry statistics available. For we have grown too great to longer labor in the dark.

Gambling in "Futures"

A GOOD many electrical dealers are following the practice of pricing largely by guess. This is equivalent to trusting to luck that the mark-up will cover that vaguely understood thing, overhead, and still leave a profit.

In bidding on contracts, prices are sometimes submitted which indicate a reckless disregard of costs. To the writer's knowledge, bidders will sometimes take such chances in the thought that whatever may be lost can be made up from the profits on later sales. But this is gambling in futures, with the futures having nothing substantial to stand on. It is equivalent to mortgaging profits that have not yet been made. At times one may get away with such practice but it adds an unnecessary element of hazard to the dealer's business. Besides, the loss is seldom really made up.

Convention Lobbying That Pays Dividends

THE DEALER who mingles in the chattering groups to be found at the headquarters hotel of his trade convention will profit mightily by it. For it is there that merchants unbuckled from the day's responsibilities and uplifted by good fellowship and fragrant cigars, talk freely. More helpful ideas are sometimes caught in this way than can be found in the convention proceedings.

The advent of electrical goods in the field of merchandising is so recent that, as a business, it has few traditions to guide the dealer. He must then look elsewhere for the information he needs. This is why the contractor-dealer who attends the convention of his own trade association or that of other lines and uses his eyes and ears, will profit by it.

Marketing New Lines at a Profit

The Dealer Who Makes Money Is the Man Who Capitalizes New Developments of the Electrical Art in Terms of Consumer Sales

"Wired Wireless" Being Studied by N. E. L. A. Committee

Under the chairmanship of N. F. Brady, president of The New York Edison Company, the radio policy sub-committee of the public policy committee of the National Electric Light Association has undertaken an exhaustive study of the "wired wireless" situation, and, in fact, of the entire radio field, in an effort to establish a uniform policy for electric light and power company properties with respect to the radio art.

The committee holds that electric light and power companies of the country are interested in radio from two angles: First, radio as it is known today, and radio as it may be in future. It feels that today's problems are comparatively simple, in most cases being purely mechanical or technical ones dealing with the safeguarding of electric light and power company transmission lines and distribution systems from interference and the simultaneous guarding of radio amateurs from injury or possible death, and the safeguarding of property from damage through thoughtless or careless installations of antenna or unwarranted uses of electric light or power lines.

Some of the questions connected with present-day radio practice for which the committee is endeavoring to find an answer satisfactory to the public and the association membership as a whole are:

"Shall the central station get back of the movement and foster radio telephony in the home by installing broadcasting stations and advocating the use of electric lines as antenna?

"Shall it offer the use of its poles for antenna supports?

"Or on the other hand shall it discourage the use of socket antenna attachments and foster municipal ordinances restricting and licensing the installation of radio receiving sets?"

The committee feels that there is great diversity of opinion upon these points both from the viewpoint of good-will building and from the viewpoint of safety and service standards.

With respect to future developments the committee is now collecting data and having experiments made by leading manufacturers in order to find answers to the following problems and questions and confidently expects to have those answers in hand within the next year:

"Will the development of 'carrier current' make possible the use of existing light and power lines for purposes never before contemplated?

"Will the transmission line serve also as a telephone and control channel, to communicate with the distant station and to operate its equipment?

"Will the street lights of the future be controlled by carrier current transmitted over the distribution mains?

"Will the radio set of the future operate on the lighting circuits in the home and receive its impulses over the same circuits by carrier currents?"

"T. R." Recommended Using Light Against Burglars

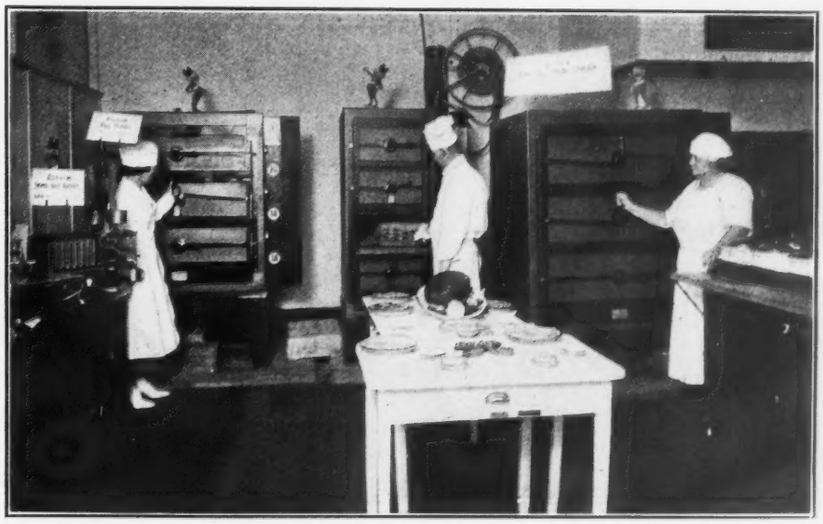
Few people know that Theodore Roosevelt was an advocate of electric light as a protection against burglars, but such is the fact.

When he was police commissioner in New York City there was a burglar scare and people were getting panicky. "T.R." published an open letter to the public advising every householder to keep the lights burning in the house when the family went out. It was very generally acted on, and undoubtedly balked the second story men in many a "job." In so far as is known this was the first conspicuous official recognition of the protective value of electric light.

"Electrical Hotel" Exhibit Latest Form of Electric Home

The value of electrical home exhibits as educational features has been fully recognized by the electrical industry and expositions of household appliances are now being staged in every part of the country. It remained for the electrical group of San Francisco to recognize the possibility of applying this same system to heavy duty appliances. This idea recently took shape in the form of an exposition of hotel and restaurant equipment held in San Francisco.

Invitations were sent out to managers of hotels, bakeries, restaurants, cafes, hospitals, clubs and others who might be interested. All the larger institutions of the northern part of the state were included in the invitation and in addition a general invitation to the public was published in the newspapers. No display advertising was used. The



Chefs were on hand throughout the two weeks of the exposition and full meals were prepared before the visitors. Plainly printed placards were attached to each device giving type, wattage and price. In addition, electrical men were always present to act as guides to those who expressed an interest in further information.

hotel exhibit was conducted on the fifth floor of the Nathan-Dohrmann Building in San Francisco and was handled jointly by the Nathan-Dohrmann Company, the Pacific Gas and Electric Company, the Great Western Power Company and the Edison Electric Appliance Company. It is the plan of these four companies to repeat this type of exhibit at intervals.

Luminous Switches as a Fire-Prevention Measure

"I wish I had known about these radium devices ten months ago," said an architect for the Southwestern district of an express company.

"What makes you refer specifically to ten months ago?" he was asked. "Well," continued the architect, "That was the time I made the specifications for a very large stable down in Texas and I didn't specify luminous switches because I didn't know about them. Two months after the building was finished a driver lit a match to find a switch and the building was a total loss. Besides that, we lost a great deal of equipment and a number of horses were burned. From now on all our buildings are going to be equipped with luminous material and I am going to take it up with the proper parties with regard to changing the switches in all of the present buildings wherever there are any inflammables such as hay, oil, gas, etc. At 25 cents a switch, we can't afford to take chances and I think the use of these would save us many times the price."

Install Electric Appliances for Domestic Science Classes

The South Washington Junior High School at Ogden, Utah, has installed complete electrical equipment in its domestic science department. This equipment consists of 32 1,000-watt hot plates and one range.

The hot plates are mounted on specially built fixtures manufactured by the Capital Electric Company of Salt Lake City, Utah. The instructors and pupils at the school are delighted with the operation of this new electrical equipment, and a keen interest is being taken in the domestic science branch of the school's activities.

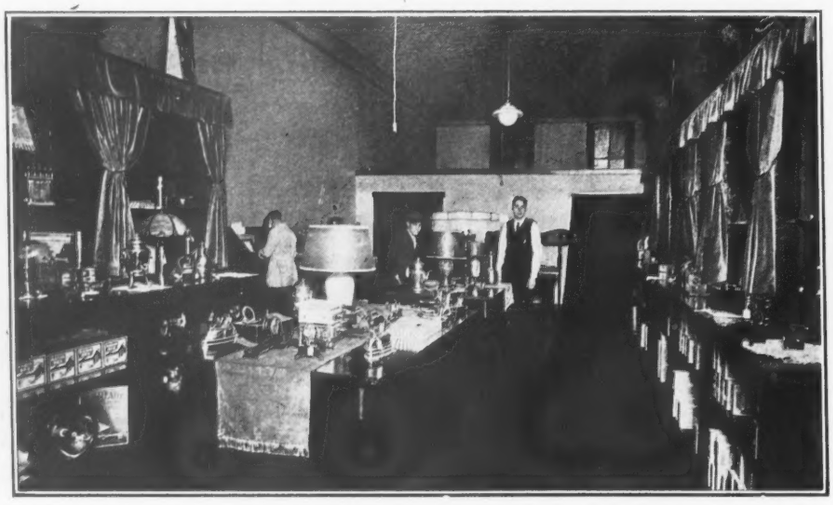
Since this equipment was installed there has been a duplicate installation made at the new high school at Green River, Wyo.

Displaying Radio Parts to Speed Up Sales

A very satisfactory way of displaying and stocking radio supplies has been worked out by R. E. Scholer, manager of the Radio & Specialty Company, Burlington, Iowa.

On one side of the store, on a series of connecting shelves, the radio supplies are kept. A sample of each device is mounted on a board covered with orange cloth, which shows up the parts well. These boards are hinged so that they can be lifted up, and under them is stored the main radio stock. Thus, when a customer comes in to buy a certain radio part, such as binding screws, switch points, etc., he can select the size and design from these display boards and be supplied from the stock underneath. Mr. Scholer finds that this method not only keeps his stock in good condition but speeds up selling.

On the opposite side of the store have been installed several booths, in which various makes of radio sets are shown in working order.



At the left, several boys are "listening in," in the booths which this Iowa company has installed to show its radio sets in working order. On the right are the radio supplies. The cases are of mahogany with burnt-orange panels. The draperies are of sapphire blue velvet, and are made so that they can be closed at night.

Selling the Electrical-Heating Idea to the Landlord

Of all the possible purchasers of electrical equipment, the landlord is perhaps the most difficult prospect to handle. He is skeptical not only of his own expense in the matter, but also of the attitude of his tenants and must be convinced that they will regard electric ranges and electric heaters as an advantage and not a drawback before he will be willing to place them in his house or apartments. The electrical salesman who attempts such a sale is in reality selling all future tenants of the house in question. He must therefore be particularly careful to do a thorough job.

The experience of one Western firm in selling electric heat to apartment houses is of especial interest. This company has found that questions of economy, instead of being a bugaboo, offer their most telling argument. When the apartment house owner appreciates that he will no longer be bothered by problems of steam heat and hot water, tenants' complaints and extra insurance on account of the boiler in the basement, but will be able to place his tenants on a meter so that they pay for exactly what they use and eliminate waste, he is interested at once. When the tenants realize the lower rent made possible through the elimination of the furnace expense and also the fact that they are no longer paying for the wastefulness of their neighbors, they are equally enthusiastic and the basis is laid for an ever-increasing good will. With reasonable rates and the kind of climatic conditions which exist around San Francisco, electric costs have been shown to be well below ordinary charges made by the landlord for steam heat.

Every tenant who comes into the electrically operated apartment house is sold the electrical idea along with

his lease—and his continuance as a tenant is evidence of his satisfaction with the service given and the reasonableness of the operating charge. It is to the interest of the landlord to convince his tenants of the advantages of electricity and to keep electrical equipment in the best of condition so that the occupants of his apartments will remain satisfied. From the electrical man's standpoint, the situation is ideal—and he should not overlook the opportunity to place the owners of the apartment houses in his locality on his list as willing but unpaid salesmen.

"Wired Wireless" To Bureau of Standards Over 2400-Volt Lines

Recent demonstrations of the method of communicating and broadcasting over electric light and power lines, by means of General Squier's system of "wired wireless," at the Bureau of Standards in Washington indicate that within a short time all consumers of electric current may be able to plug in their radio sets to their lamp sockets and receive information and entertainment broadcasted by the large light and power companies. The system is now controlled by the North American Company of New York, which owns and operates the lighting utilities of Cleveland, Milwaukee, St. Louis and a number of other cities and which has secured an exclusive license under General Squier's patent rights for this purpose and is now developing the plan.

With the aid of a small condenser in series with vacuum tube receiving sets, or a special plug, consumers of electricity will be able to receive broadcasts from their electric wires just as they get "juice" to operate their flat irons, electric toasters or hair curlers today. One button will produce "jazz," another news and a third grand opera, as soon as the power companies start broadcasting over their wire systems. The ether will in no way be disturbed by this sort of direct radio broadcasting, and Secretary Hoover will not have to assign wave lengths or worry about interference with other stations using the ether—there will be no interference as the air is not used.

With the aid of a regulation broadcasting set at a sub-station of the Potomac Electric Power Company, messages were transmitted over this company's lines, carrying 2,400 volts of alternating current, to the Signal Corps Laboratory, Bureau of Standards in Washington, where they were received by means of a tube set coupled with condensers. The sending station was located at Georgetown. The wave which followed the wires was of 5,000 meters or 30,000 cycles, and a transmitting current of 0.050 amperes was employed.

Following tests of General Squier's invention in Cleveland last May and further trials in New York in August, the North American Company concluded that a practical application of the system was of value and would permit the furnishing of an additional important service to lighting and power customers.

Hooking Up Sales and Holidays

BY ROBERT S. MERRILL

Birthdays of great men, which are observed as holidays, offer opportunities for timely selling talks on radio outfits to young people. For instance, before Columbus' birthday, Marshall Field & Company, Chicago, directed some of its advertising directly at the children:

What Wouldn't Queen Isabella and King Ferdinand Have Given for a Real Live Radio Set?

But in the days of Isabella and Ferdinand there was no such thing as messages sent by wire, much less by wireless.

Now anybody almost can assemble a radio outfit and pick up the news of the day that would once have taken months to have gotten through. And all this, without so much as a blink at the family jewel casket because prices are so very reasonable.

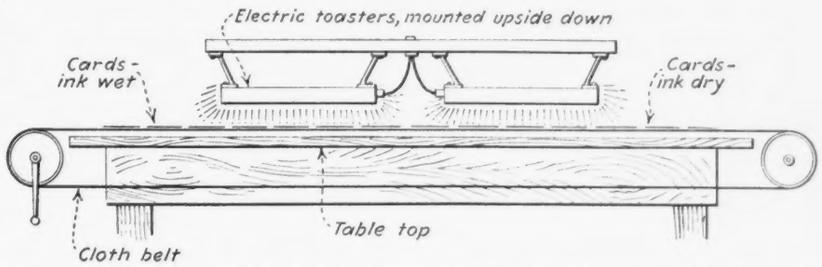
We have a large radio section on our young peoples' floor, the fourth. Parts and accessories specialized in. Salesmen understand how to hook up, and can explain radio sets.

Any other holiday can be hooked up with radio just as easily. A quick dive into the old history will suggest when Washington would have welcomed a radio, when Lincoln might have found it handy or how it might have been used on July 4—to mention only a few of the many interesting comparisons.

Moving Pictures "as Solid as Life"

By the new Teleview method it is possible to produce motion pictures on the silver screen that appear as solid and as life-like as the objects themselves. Real "depth" is projected into these pictures through stereoscopic vision, accomplished with the aid of synchronous shutters at each seat, through which the picture is viewed, and which all keep perfect step with the projecting machine. One of these motor-driven shutters is shown in use, as installed at the Selwyn Theatre, New York City. Through the aid of the shutter, the right eye sees the screen only at those moments when the right-eye picture is on the screen—and the same for the left eye. Incidentally the wiring for the synchronous-motor-driven shutters, one at each seat, represents an interesting job for the contractor called upon to equip a theatre with this system of "life-like movies."

Sell Toasters to the Printer for Drying "Rush" Work



In a job printer's shop I visited, the other day, I noticed that the printer had taken two open-coil flat-bed electric toasters or toaster stoves, and had mounted them upside down so that their heated surfaces were lifted about one inch above the table top. Traveling across the table he had then arranged a wide cloth belt on which, at one side, he laid the "wet" cards or small sheets as they came from the press. As these cards were carried under the glowing toasters, the ink on them was quickly dried and they emerged at the far side, ready for use, without "offsetting." This home-made electric drying outfit enables this printer to handle many rush jobs, which would otherwise take several hours extra to dry sufficiently to be handled.

Ideas for the Man Who Sells

Plans, Schemes and Methods Gathered from Successful Selling Experience to Increase the Sale of Electrical Appliances

Use Bubbling Words—Sell Perculators

BY ROBERT S. MERRILL

Some words are more effective than others in selling electrical merchandise. There are words that instantly bring up a happy picture of using the article. Take for example this headline:

"Let the Coffee Bean Bubble and the Bread Turn Brown"

It was used by the Montana Power Company of Butte, Mont., to feature a toaster and a percolator. Why is it a good headline? Read it aloud. *The sentence itself bubbles just like the percolator!*

Here the advertisement writer has made what is known as an onomatopoetic sentence—formation of words in imitation of a sound. And the cheery sound, however slight, of a percolator interests a woman as much as anything. It suggests delightful coffee. In fact this writer did not give an extended description of this percolator. The shining nickel and all that was left out. All that he said was:

"Seven cups of liquid joy in this—percolator."

Another example of a happy use of words is found in a Chicago store, advertising a tea-pot to be used with an electric heater:

Tempest in a Tea-Pot

It used to be—"Polly, put the kettle on, we'll all have tea!" But now one says: "Pierrette, bring my pearl fire-proof glass tea-pot on the electric heater—with the little glass cups to match!" And straightway the water bubbles merrily, and the little glass tea-pot sings ("through its nose," as do all tea-pots) the "Ballad of Oolong," or perchance the Aria from the "Love of the Orange Pekoe."

Then there are words that make an appeal to the taste and smell. The Commonwealth Edison Electric Shops, Chicago, use them in connection with the demonstration of appliances:

"Try a few waffles—crisp, golden brown, sugared, made on the electric waffle iron in the demonstration kitchen."

"Try a real cup of coffee. Rich, flavory (name of well-known brand) coffee made in the electric percolator —Demonstration Kitchen."

Hunt for words that immediately make a pleasant picture of the appliance in use—that appeal to the ear, eye, taste and smell.

Out West "Where Men Are Men"—They Deliver Ranges Like This!

"Out in the great open spaces of the West, where men are men"—as the movie caption writers phrase it— you can, in emergency, have your electric range delivered like this, without ever bothering to call a truck or an express wagon! B. M. Pharris, who will presently romp up the front steps with his load, measures 6 ft. 6 in. in height, and weighs 260 lb. Delivering a range for the Portland, Ore., Railway Light and Power Company is child's play for the well-built Mr. Pharris.

Emphasize It by Calendar

Take a large calendar for the current month. Then with a blue crayon color all the squares for the Mondays blue. In connection with a window display of washing machines, have this calendar apparently thrown into a waste-basket but be sure the blue squares are visible. Now take another calendar for the same month. With a red crayon color the *lower half* of each numeral representing Mondays. Red figures on the calendar represent holidays—here you have half-holidays. Make a sign that reads:

You go by this new calendar on Mondays if you have a ——— washing machine.

Are Your Employees Using Electrical Appliances?

Cards were recently distributed among the principal Hydro Electric municipalities in Ontario, Canada, to be filled in by employees, to indicate what electrical appliances were being used. Out of 490 cards returned, the following appliances were shown to be in use:

	Have	Have Not
Irons	487	3
Toasters	349	141
Percolators	128	362
Grills	133	357
Vacuum Cleaners	203	287
Water heaters	35	455
Dishwashers	1	489
Air heaters	159	331
Clothes washers	149	341
Ranges	105	385
Refrigerators	2	488
Miscellaneous	20	470

These results convinced the Hydro companies that considerable effort had yet to be put behind sales to their own people before they could expect others to accept the ideas and sales arguments used to sell the appliances. To further sales to its own employees, the Commission has instituted the time payment plan on large appliances.

"Let every Hydro shop begin the task of educating Hydro employees into the full use of appliances in the home," says the Commission. "If we sell the idea to ourselves, our own enthusiasm for promoting the sales of appliances will increase without measure and the public will place full reliance in the sales arguments used to dispose of such appliances to them."

Are your employees electrified?

Housewives versus Janitors—and How A Salesman Sells Cleaner Attachments

"This is how I sell the attachments with the vacuum cleaner," writes a salesman in the "Apex-Rotarex" weekly sales letter. "In the first place, I always assume that my prospect will buy the cleaner with the attachments, and I always quote her the price of the complete outfit.

"There are times, though, when a woman will look over her contract critically before signing it, and when she sees the price of the cleaner listed by itself, she may raise a question concerning the extra ten dollars. To such women I say:

" 'Madam, we always try to present our terms on paper as clearly as possible. We make a great many sales to janitors, and as they merely need the cleaner for floors and stairs, we print, for their benefit, the price of the cleaner without attachments, just as you see it here. You, however, are a housewife. You not only want to keep your floors clean, but you are equally anxious to keep your mattresses, drapes, piano and all the other things of which I have spoken, free from dust and dirt. So we sell what is really a part of the machine to the janitors, but to the housewives, we sell the machine complete.' "

Ten Points Well Taken

"Ten points of Refinement are a Lady's Fingertips—Why Abuse Them on a Washboard? Electric Washers on Easy Terms." So runs, a newspaper advertisement of the Tri-City Electric Company, Moline, Ill. The clever line's not copyrighted either, says W. J. Ball, manager—any electrical dealer can use it.

Advertises Cleaners, Rent Reduced

Is a dealer in electrical merchandise a desirable tenant? Will his store, if properly advertised, attract favorable attention to the building? The manager of a Chicago shop building thinks so. A manufacturer of an electrical vacuum cleaner was after a lease for a shop to be remodeled and redecorated to resemble a living room for sales and demonstration purposes. The building management agreed to cut the rent from $12,000 to $11,000 a year for five years provided that the cleaner company would spend $5,000 a year for five years in local advertising. It was believed "that the $5,000 spent in advertising the premises will enhance the value of the property more than enough to offset the difference in rent."

Put It in the "Situations Wanted" Column

Sometimes it isn't the amount of newspaper space that you buy that counts, but where you put it. The Whitney Electric Company of Colorado Springs, Col., for example, hit on the idea of running an ad like this in the "Wanted—Female Help" column:

"I want work. I will work any number of hours daily; no days off; wages about $1.25 a month. See me at the Whitney Electric Company, 208 North Tejon Street. Ask for the automatic servant."

Of course, the reason why this little ad pulled results was that it found the right readers. Women who were reading that column were probably looking for servants, were over-burdened with unaccustomed household cares, and would welcome any suggestion that promised relief. Any woman who is having difficulty finding a new maid is a good prospect.

How Does Home-Ownership Affect Your Sales?

People who own their own homes are better prospects for many commodities than are people who pay rent, sometimes for only few-room apartments. The reverse is true regarding other articles, as, for instance, certain delicatessen specialties.

It is also to be expected that when a home is owned, free and clear, the family will have more money to spend on commodities than if the interest and principal of mortgages require the money.

This analysis reproduced by the H. E. Lesan Advertising Agency, 440 Fourth Avenue, New York City, may prove of value in helping to map out the most likely territories for your electrical product.

	Total number of families	Percentage of families having homes					
		Rented	Of unknown tenure	Owned			
				Free	Mortgaged	Unknown	Total
Alabama	508,769	63.0	3.20	24.5	8.1	1.27	33.9
Arizona	80,208	55.0	3.70	30.7	9.7	0.84	41.2
Arkansas	390,960	53.3	2.90	30.5	11.9	1.34	43.7
California	900,232	54.8	2.70	24.3	17.3	0.92	42.5
Colorado	230,843	47.4	2.00	30.8	18.7	1.03	50.5
Connecticut	311,610	61.2	1.76	14.1	22.3	0.69	37.1
Delaware	52,070	54.2	1.84	23.8	18.6	1.54	43.9
Dist. of Columbia	96,194	68.3	2.10	12.8	16.0	0.80	29.6
Florida	234,133	55.0	4.47	30.0	8.8	1.80	40.6
Georgia	628,525	67.0	3.07	22.6	6.3	1.07	30.0
Idaho	100,500	37.9	3.26	30.8	26.8	1.27	58.9
Illinois	1,534,077	55.2	1.94	24.1	17.5	1.27	42.9
Indiana	737,707	44.2	2.18	33.0	19.0	1.59	53.6
Iowa	586,070	41.0	2.32	35.0	20.3	1.39	56.7
Kansas	435,600	42.0	2.61	35.1	18.9	1.37	55.4
Kentucky	546,306	47.3	2.13	38.3	11.0	1.26	50.6
Louisiana	389,913	63.8	3.76	24.2	6.3	1.92	32.4
Maine	186,106	39.6	1.84	43.3	14.0	1.24	58.5
Maryland	324,742	49.3	1.62	29.2	18.8	1.14	49.1
Massachusetts	874,798	64.5	1.08	14.5	19.6	0.37	34.5
Michigan	862,745	40.5	1.65	31.1	25.5	1.24	57.8
Minnesota	526,026	38.5	2.18	34.4	23.5	1.39	59.3
Mississippi	403,198	64.0	3.06	24.2	7.5	1.27	33.0
Missouri	829,043	49.4	2.20	27.7	19.7	1.05	48.5
Montana	139,912	38.2	3.37	31.2	25.4	1.78	58.4
Nebraska	303,436	41.4	2.84	32.9	21.1	1.79	55.8
Nevada	21,862	50.0	4.50	35.7	7.0	2.80	45.5
New Hampshire	108,334	49.1	2.21	33.4	14.0	1.28	48.7
New Jersey	721,841	60.8	1.51	14.1	23.0	0.62	37.7
New Mexico	83,706	39.4	3.17	46.0	9.8	1.61	57.4
New York	2,441,125	68.4	1.33	14.0	15.6	0.59	30.2
North Carolina	513,377	50.9	3.17	36.3	7.5	2.12	45.9
North Dakota	134,881	33.4	3.66	27.6	32.2	3.16	63.0
Ohio	1,414,068	47.6	1.49	30.6	19.3	1.02	50.9
Oklahoma	444,524	52.0	4.25	24.5	16.9	2.31	43.7
Oregon	202,890	44.2	2.24	32.8	19.7	1.10	53.6
Pennsylvania	1,922,114	53.8	1.72	25.6	18.0	0.92	44.5
Rhode Island	137,160	67.7	1.77	14.5	15.6	0.49	30.6
South Carolina	349,126	65.2	3.80	23.2	6.3	1.52	31.0
South Dakota	142,793	37.2	3.50	32.6	24.2	2.55	59.4
Tennessee	519,108	51.1	2.36	35.8	9.6	1.08	46.5
Texas	1,017,413	55.4	3.14	28.6	11.4	1.40	41.4
Utah	98,346	39.3	1.79	39.5	17.9	1.59	59.0
Vermont	85,804	41.7	2.01	33.8	21.6	0.90	56.3
Virginia	483,363	47.9	2.01	38.8	10.1	1.22	50.1
Washington	342,228	44.3	2.16	31.2	21.2	1.15	53.6
West Virginia	310,098	51.7	2.66	35.4	8.5	1.66	45.6
Wisconsin	595,316	35.7	1.85	32.8	28.4	1.26	62.5
Wyoming	48,476	46.0	4.43	29.2	17.7	2.72	49.6
Total	24,351,676	53.1	2.22	26.8	16.7	1.16	44.7

Hints for the Contractor

Ideas on Estimating, Stock Keeping, Shop and Construction Methods, Repairs and Maintenance, and Collections

Higher Lighting Intensities

BY M. LUCKIESH
Director of Applied Science, Nela Research Laboratories, Nela Park, Cleveland, Ohio

During the past year the Laboratory of Applied Science at Nela has been investigating the effects of higher intensities of illumination on the speed of reading, and has found a definite increase of "speed of vision" as the illumination intensity increased. For ordinary reading matter (black print on white paper) the speed of reading increased 15 per cent when the illumination intensity increased from 4 to 16 foot-candles. For black print on gray paper the increase in speed was 50 per cent when the illumination intensity increased from 4 to 16 foot-candles. These data show the value of increasing the intensity of illumination and the results can safely be extended to cover many other visual processes in home, office, or factory.

Another interesting phase of the investigations was a determination of the illumination intensities voluntarily chosen by a large number of observers. For reading printed matter such as the *Saturday Evening Post*, the mean value chosen was about 10 foot-candles (when a maximum of 30 foot-candles was available) and when the paper was dyed gray so that the print was seen on a gray background, the mean value chosen was about 17 foot-candles, the other conditions being the same.

Incidentally it was found that the observers chose more light when the maximum available intensity was large than when it was small. This is best shown as follows:

	Approximate Foot-Candles		
Maximum available intensity	10	30	45
Intensity chosen for ordinary reading	5	12	16
Intensity chosen for reading from gray Paper	..	17	..

We are not prepared at present to entirely account for the increase in the chosen intensity with increase in maximum available intensity. However it will suffice for the salesman to know that these observers naturally chose to have more light as more light became available.

We used the reading tests because reading is not only the most extensive visual activity and by using the gray background as well as the white we obtained data which may be safely interpreted in terms of many other visual activities.

To Maintain Staff Morale

Prof. Earl J. Glade of the University of Utah, addressing the Rocky Mountain Electrical Co-operation League at Salt Lake City, on the subject of "Stiffening the Organization Morale" listed the following among the indipensable considerations that are necessary in maintaining organization spirit:

(1) *Definition of Instructions*—An employee should know specifically his assignment. There should be positively no question about it. He should know clearly what are and what are not his prerogatives—where his responsibility begins and ends.

(2) *Organization Etiquette*—If the "esprit de corps" of any organization is to be maintained, a very solicitous, sensitive regard for the feelings of the entire staff must be observed—this feeling of regard must extend to the humblest worker in the organization. By direction and indirection every one must get the idea that: (a) It is a privilege, and education, to work for your particular firm. (b) That work and loyalty are appreciated by your firm. (c) That merit, only, controls promotions. (d) That merit will be rewarded without solicitation. (e) That the firm intends to do its best to further the general welfare of its workers. (f) That the firm and all co-workers will observe the following principles of business etiquette:

1. Courtesy to be used to all, and especially to "inferiors."
2. No one is to be criticized in the presence of others.
3. Ungentlemanly language to be absolutely taboo.
4. Personal dignity of subordinates to be respected.
5. Criticism to be made by suggesting how the error in question may be subsequently avoided.
6. Intrigue, animosities and gossip to be strenuously discountenanced.
7. Credit given directly for good suggestions.
8. Good performances to be praised as liberally as bad performances are to be censured.
9. If employees are to be discharged, it is to be on the basis of business expediency, and not on the basis of personal failure.
10. Partiality and favoritism absolutely to be banished.
11. Personal feelings not to get the better of one's business judgment.
12. Promotion to be made on merit only.

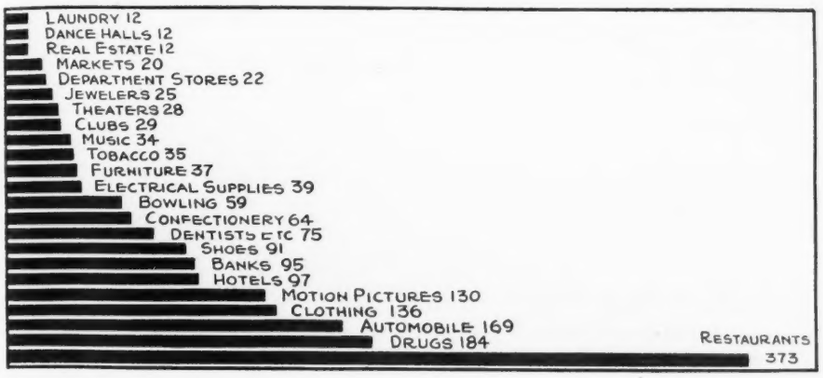
"The foregoing manual of organization etiquette, in my opinion, if observed religiously, will make for a type of business fidelity, in any firm, that will spell incomparable success."

A Coué Thought for Electrical Men in 1923

By WASHINGTON DEVEREAUX
Chief Electrical Dept., Phila. Underwriters

Every Day
In Every Way
I—You—We
Will Do
Better and Better
Electrical Work!

How Are the Signs for Sign Business in Your Town?



How does the electric sign advertising in your town compare with this chart? The engineering department of the National Lamp Works wanted to find out how the 1,910 electric signs operating in Cleveland this year were divided by class of business. The chart shows what they learned. Another significant fact the investigation brought out was that electrical advertising had more than doubled in the last two and a half years—despite the fact that there had been no organized effort to popularize electrical advertising, and that advertising appropriations in general were being reduced.

Gets Inside Another Firm's Ad

The Hartwell Electric Company of San Diego, Cal., runs its advertisement for fixtures and wiring inside of the advertisement of a lumber company. The lumber company takes most of a page to picture and advertise San Diego homes built from its lumber and to give the accomplishments of the contractors who built them. In such an atmosphere of bona-fide home-building ideas the electric company has a good location.

Ten Commandments of Success

BY CHARLES M. SCHWAB

1. *Work Hard.* Hard work is the best investment a man can make.

2. *Study Hard.* Knowledge enables a man to work more intelligently and effectively.

3. *Have Initiative.* Ruts often deepen into graves.

4. *Love Your Work.* Then you will find pleasure in mastering it.

5. *Be Exact.* Slipshod methods bring only slipshod results.

6. *Have the American Spirit of Conquest.* Thus you can successfully battle with and overcome difficulties.

7. *Cultivate Personality.* Personality is to a man what perfume is to a flower.

8. *Help and Share With Others.* The real test of business greatness lies in giving opportunity to others.

9. *Be Democratic.* Unless you feel right towards your fellowmen you can never be a successful leader of men.

10. *In All Things Do Your Best.* The man who has done his best has done everything. The man who has done less than his best has done nothing.

Electrical Men of the West Believe in Electricity

In order to determine the extent to which electrical men are using electrical appliances in their own homes, statistics have been compiled at the San Francisco Electrical Development League and the Los Angeles Club, which show a record of 2,720 appliances in 395 homes.

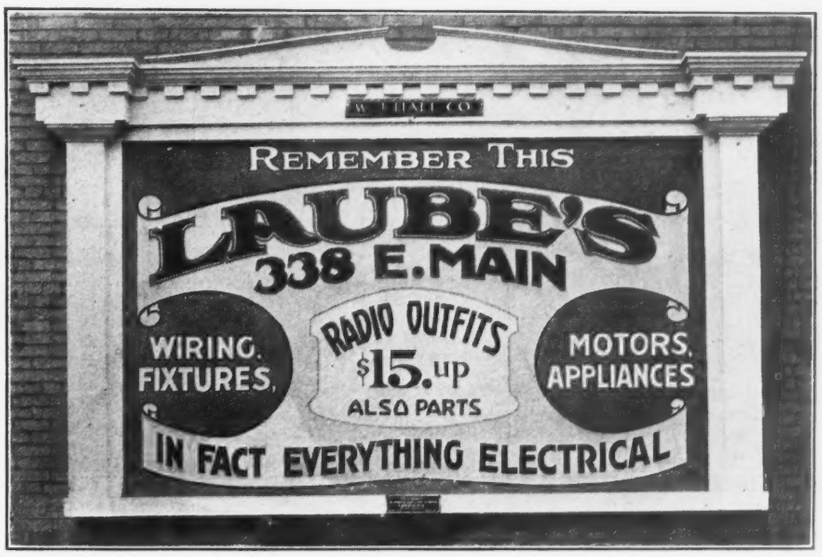
In addition to these figures, the San Francisco reports show a total of 689 convenience outlets, or an average of 4.6 per home for the 149 homes reported on. Reports from Los Angeles on convenience outlets show 102 homes with 625 convenience outlets or an average of slightly over six per home. These averages are probably low, owing to the fact that many of the homes in question are far from new, the average indicated for the general run of new houses being over one to a room.

APPLIANCES ACTUALLY IN USE
AVERAGE PER 1000 HOMES

Appliances	San Francisco (149)	Los Angeles (246)	San Francisco	Los Angeles	National*
Irons	163	308	1094	1250	720
Toasters	111	182	745	740	112
Air heaters	110	81	738	329	130
Percolators	101	198	677	804	53
Vacuum cleaners	78	175	523	711	360
Washing machines	51	98	342	398	295
Waffle irons	43	69	288	280	...
Curling irons	35	111	235	451	...
Grills	33	74	221	301	...
Ranges	29	18	194	73	16
Sewing machines	26	106	174	431	48
Warming pads	26	139	174	565	...
Water heaters	21	15	141	61	...
Chafing dishes	16	25	107	102	...
Disc stoves	11	0	74	0	...
Fans	10	86	67	350	360
Ironing machines	7	13	47	53	12
Samovars	7	0	47	0	...
Vibrators	6	55	40	224	...
Violet ray	5	0	34	0	...
Utility motors	5	10	34	41	...
Mixing machines	4	7	27	28	...
Immersion heaters	4	0	27	0	...
Dish washers	4	3	27	12	11
Radio	3	0	20	0	...
Cookers	3	0	20	0	...
Milk warmers	3	9	20	37	...
Soldering irons	2	0	13	0	...
Hair dryers	2	8	13	33	...
Miscellaneous	9	2	60	8	...

* National figures taken from *Electrical Merchandising*, Sept. 1922.

Putting Selling Punch into Bulletin Boards



The Laube Electric Construction Company, Rochester, N. Y., is keeping in touch with the people of that city by means of fifteen attractive bulletin boards like the one shown above. The reading matter is on a removable metal plate. This can be replaced at any time by another one prepared at the shop. By this plan the entire fifteen boards can be changed in a single day. In the center of the board at the point marked "Radio Outfits $15 up" is a space for special messages. This saves changing the entire sign when some particular item is to be presented. The background of these signs is painted in tan and dark red. The lettering is in blue.

Lighting Sales Methods

Items of Experience in the Installation of Lighting Systems and Some Good Advice in Lighting Practice

The Strong Economic Position of the Fixture Dealer

"I believe the economic position of the dealer is destined to be as advantageous as he in proportion realizes that his success and the success of the industry depends on his ability to serve the public," declared J. C. English, president of the J. C. English Company, Portland, Ore., in his address at the Cleveland convention.

"The economic position of the dealer, it seems to me, naturally suggests two avenues of approach.

"First, his position in the industry as an outlet for the manufacturer.

"Second, his position in his own community and the opportunity it offers to serve society.

"Both of these propositions rest in their entirety on natural laws, the observance of which speak the difference between success and failure.

"What is a dealer? He must have character, capital and capacity. He must take his business seriously. By that I mean his fixture business must be something other than an adjunct to a plumbing or wiring business. This does not necessarily mean that he must not engage in wiring or appliances, but the fixture business must be of sufficient importance for him to departmentalize it and make a profit consistent with the capital invested and service rendered.

"He must be a good citizen. By that I mean he must recognize that no matter how clever he may be, some of his prosperity is due to the community in which he lives and recognizing this responsibility, he will assume his normal place in the civic life of the city."

Show Your Phonograph Dealer How Lamps Can Make Sales for Him

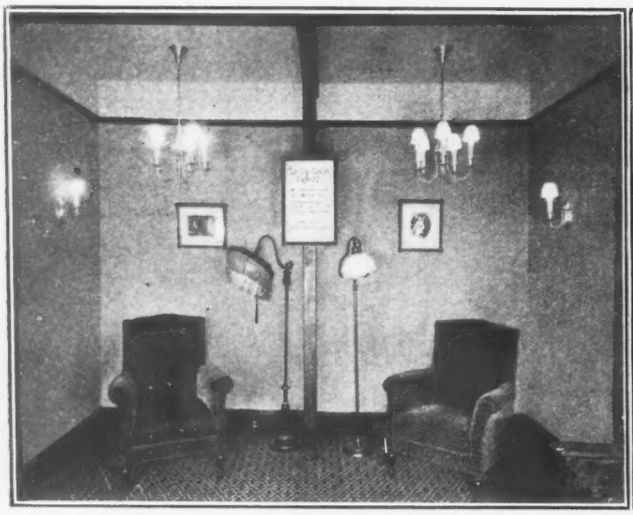
Have you ever noticed how different the phonograph record which you heard in the store, sounds when you play it at home? Sometimes it sounds worse—but more often it sounds much better than you thought it was. In fact, very often you wouldn't have bought the record at all, if you hadn't heard it at a friend's house and didn't *know* it was much better than it sounded in the phonograph shop!

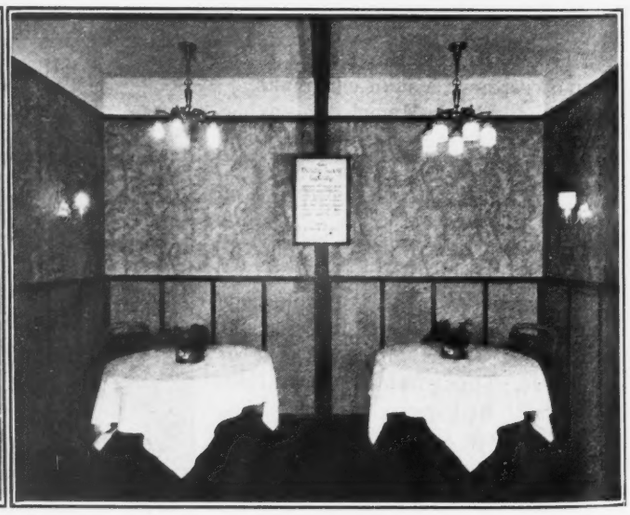
The answer, of course, is—atmosphere. The stuffy phonograph booth with its harsh, brilliant lighting, is hardly the kind of place where one can judge music at its best.

But transform that booth with soft, restful lighting—let a softly shaded, rose or amber lamp shed its light over you and the phonograph—and you will be able to settle into the pleasantly receptive mood necessary to enjoy the music.

One phonograph dealer has even gone so far as to install a lighting system whereby he switches on lights of different tints to add to the spell of the record being played. His idea, though successful with him, should be passed on warily—for one can imagine the disastrous effects likely to be produced by the dealer whose ideas of color-music harmony stopped with "blue lights for classical music, yellow for tropical music, and red for jazz!"

"Wrong and Right Lighting"—Glassware Guild's Exhibit at Cleveland Fixture Market





From an educational standpoint the outstanding display at the Lighting Fixture Market, held at the Hotel Winton, Cleveland, during January, was undoubtedly the elaborate exhibit of the Illuminating Glassware Guild, which is the organization of the glassware manufacturers. This exhibit occupied six rooms and showed how glassware designs are being adapted for illuminating all kinds of interiors, from living room to kitchen. Every possible form of glassware was on display, and there were many examples of such equipment in use, as shown in the above pictures. The new glass shades simulating silk, attracted interested comments from every visitor. Glass as a substitute for silk, has the advantage of being cleanable and permanent, and of course has important inherent qualities desirable in the control of light for decorative effects.

The following firms are members of the Illuminating Glassware Guild:

Gleason-Tiebout Glass Company, Brooklyn, N. Y.; Phoenix Glass Company, Pittsburgh, Pa.; Jefferson Glass Company, Follansbee, W. Va.; Hocking Glass Company, Lancaster, Ohio; Macbeth-Evans Glass Company, Pittsburgh, Pa.; Jeannette Shade and Novelty Company, Jeannette, Pa.; H. Northwood Company, Wheeling, W. Va.; United States Glass Company, Pittsburgh, Pa.; Gillinder Brothers, Port Jervis, N. Y.; Gill Brothers Company, Steubenville, Ohio; Ivanhoe-Regent Works of General Electric Company, Cleveland, Ohio.

Life Insurance as Business Insurance

According to a report issued by the Chamber of Commerce, insurance on the lives of men engaged in commerce and industry, the proceeds of which are applied to business uses, has come to be known as "business insurance." It is sometimes referred to as "corporation insurance" or "partnership insurance." Here are some of the ways in which business insurance may be adapted to create a fund for a specific purpose.

1. A small corporation, dependent upon one individual, may desire to float a bond issue. In order that investors may not be injured by the loss of this man, who is essential to the success of the corporation, endowment insurance may be taken on his life.

2. When a member of a partnership reaches the age of sixty or sixty-five, he may desire to discontinue active business. Not wishing to be troubled with the uncertainties of a partnership in which he cannot participate actively, he may be desirous of withdrawing entirely. Anticipating this, the other partner could have obtained endowment insurance on his own life maturing at such a time.

3. Insurance may be taken on the life of each partner, payable to the others, to provide a fund sufficient to purchase any partner's interest in the case of his decease. Even if the survivors are willing to continue the partnership with the heirs, the heirs may not possess the requisite ability.

4. In time of financial depression, the bank may be unable to extend further credit to business men who they know are financially solvent. In such a stringency, the sale of securities held by the company could only be at a sacrifice, but the reserve on life insurance policies affords a ready means of obtaining cash without loss.

5. Another purpose, and a very important one, for which business insurance is utilized, is to compensate an organization for the financial loss entailed by the death of an official, expert, manager, or employee who cannot be immediately replaced.

Routing the Trade Papers Through the Store

With a view to profiting as much as possible from the use of their trade papers, the Metropolitan Electrical Supply Company, of New York City is making use of the following plan. As each trade paper is received, a checking blank is pasted on the front-cover. The magazine is then routed through the force. Each official and employee is expected to take the magazine home and look it over, reading such items as promise to be of especial interest and use to him. He then initials the magazine and passes it to the next on the list.

California Furniture Stores Require 44½ Per Cent

A survey of California furniture stores conducted by J. Perry Thomas, San Diego secretary for the Retail Furniture Association of California, shows that the average overhead of stores doing annual volume of $50,000 is 34½ per cent. His figures show that a merchant, in order to get a fair return on his investment, must have a margin of 44½ per cent on sales. The report goes on:

For a store doing an annual business of about $50,000, the rent should be 6 per cent; total salaries, 12 per cent; supplies, ½ per cent; delivery, 1¼ per cent; taxes, insurance and licenses, 2 per cent; light and heat, ½ per cent; bad debts, 1 per cent; donations and subscriptions, ¼ per cent; advertising, 3 per cent; shrinkage and depreciation of every description, 2 per cent; general expenses, including traveling, legal interest on borrowed money and office expenses, etc., 3½ per cent; interest on average stock, at 7 per cent; three turns annually.

This gives total expenses of 34½ per cent, to which 10 per cent is added as the desired net profit, giving a total margin of 44½ per cent.

The report gives the following table of the cash value of discounting bills:

1 per cent 10 days, 30 net...18 per cent
2 per cent 10 days, 30 net...36 per cent
4 per cent 30 days, 4 months net...
.....16 per cent

"Borrow money at 8 per cent and loan it at 36 per cent," urges the report. "There's nothing to lose and everything to gain."

"Right Next Door to the Electric-Light Company"

The new store of the Reid-Farley Electric Company at Fullerton, Calif. These enterprising electric dealers have located their store next to the local offices of the power company, so that customers coming in to pay their bills will be attracted by the window displays and find this place of business convenient to supply their wants in lamps and other more important equipment. The proprietors recognize that if the small town store is to compete with the city shopping district, it must carry out the same principles of good merchandising which are found necessary in the closer competition of the larger communities. Perhaps their example could well be followed by others.

The Appliance Saleswoman

An "Idea Exchange" for the Women Who Sell Labor-Saving Appliances for the Home

Because You Sell to Women

Do you know that 90 per cent of all goods bought at retail in the United States is bought by women? That being the case, dealers should select salespeople who will appeal to women, who know how to serve them with tact. Their appearance, language and habits will largely determine their success in selling to women. And they should be trained to know their goods thoroughly, and to memorize selling prices.

And they should so impress the woman customer that when she tells her friends how she bought such and such an appliance she will tell how well it was explained to her by Miss Brown of the Best Electric Company, and if they need anything electrical they should go to Miss Brown of that company!

Hold a Feather-Tick Bee with Vacuum Cleaners

Mrs. Wright of the Wright Electric Company, Deland, Fla., thought of it first. And here is the news item that appeared on the first page of a Deland newspaper recently:

"Mr. Cussen, representative of the Apex Company, will give a demonstration at the Wright Electric Company at 8 o'clock Saturday evening, showing how feathers may be put into a feather tick with an Apex vacuum cleaner. The public is cordially invited to attend this demonstration."

What woman wouldn't be interested? Mrs. Wright arranged the demonstration, and it proved a real success. A large crowd attended, and three cleaners, with attachments, were sold that evening alone.

Adventures with a Percolator

If you know anyone addicted to the itinerant gypsy life of a wife whose husband's business carries her from town to town at a moment's notice, you might tell her of some of the adventures of Mrs. A. B. Dewberry, of Plainville, Conn. "Adventures with an Electric Percolator," they might be called, for by the time her journeying was finished Mrs. Dewberry would sooner have dispensed with a kitchenette than with her percolator.

"First we discovered that, besides making coffee, we could use the percolator to make tea," she says. "The percolator, divested of its special equipment, had water boiling for us in no time, which we simply poured over a strainer of tea leaves.

"When we wanted eggs, we found it quicker to heat the water in the percolator, pour it into a small pan, drop in the eggs, and place the pan on our toaster.

"Many times we saved laundry bills by using the percolator to heat water and doing the laundering ourselves. I found the percolator heated water quite rapidly enough for the successive hot scrubs through which I put the clothes. Incidentally, we found extra hot water useful for our baths. Once, a short illness and a few frigid days demanded the comforting hot water bottle, a hot cup of tea, and a warmed bed at night—all made possible by our valiant percolator!

"But our best adventures with the percolator were the actual cooking in it of six ears of yellow corn. And after that we wanted potatoes, but hesitated for fear that the starchy sediment would injure our faithful little ally. However, we finally tried it and found that potatoes, and even eggs, boiled splendidly."

Let's All Smile!

It may be true that people who smile readily, often aren't a bit nicer than those who smile only when they have reason to (as if that weren't half the charm of a smile—just because it isn't called for!) But for all that, she who carries a sunny smile on her lips and in her eyes, carries with her that same golden key to people's hearts that she read about in her child's fairy book. And a smile behind a counter makes even the grouchiest customer on the rainest day look more kindly on electric percolators and toasters. Let's all smile!

Give Her These Rules for an Electric Washday

1. Do not soak clothes unless they are very soiled.
2. Use warm water—for first bath—not hot water. Economy in hot water is one of the advantages of the electric washer.
3. Soften water with a little borax. Use soap flakes or dissolved soap. Be sure there are no small pieces of soap mixed in with the clothes.
4. Sort clothes into small lots so that too many are not put in the washer at one time. Washing should be done in 15-minute installments.
5. A scalding hot rinse is desirable for white clothes as this eliminates boiling.
6. For cloth, silk and colored clothes a warm water rinse is desirable.
7. For flannels and woolens a warm water rinse, slightly soapy should be used.
8. Avoid extreme changes in temperature of water. These close the pores of fabrics and make them difficult to cleanse or rinse.
9. Use bluing with a stingy hand. Too much blue not only gives a bad appearance, but is likely to cause small stains of iron or other chemical.
10. Plan routing of washing so there will be no waste motion. Have tubs, bench, and water in logical position to co-ordinate effort.
11. Care for your lines and pins intelligently so clean clothing will not be soiled in hanging.
12. Wash and dry the washer and

wringer rolls when laundry is finished. Discolored rolls may be wiped with a cloth dampened with kerosene.

SOCIETY FOR ELECTRICAL DEVELOPMENT.

The Ways to Use a Store Trademark

The value of a trademark is well recognized by the manufacturer, who goes to considerable expense to establish it in connection with his goods. The use of a trade mark by an electrical contractor-dealer is not so common, but it is based upon the same principles of good merchandising. H. L. Miller of Pasadena, has accepted this fact and has established a trademark by which he and his store are recognized throughout his district of Southern California.

The trade mark itself is a small red monogram, surrounded by jagged lines expressive of electricity. It has the advantage of conveying not only the initials of the store, but also the implication, even to the layman, that electrical goods are carried here.

This mark is used in connection with everything issued by the store, from stationery and business cards to window signs and price tags. Most important of all is the little decalcomania transfer which is placed on every appliance which goes out of the store. This serves two purposes. In the first place it acts as an advertisement and brings forth the comment: "Oh, I see you bought it at Miller's too"—and in the second it serves as a record of purchase and enables the service department to recognize whether equipment was bought in the store when it is brought in for repair.

Department Store Has "Electric Servant Department"

The Nathan Department Store of Johnstown, Pa., has christened its electrical department the "Electric Servant Department," and finds that the name had not a little to do with the immediate response and show of interest in the department. This progressive store is shortly to hold a ball in its own large ballroom, to be called the "Wife Saving Ball." A complete laundry with washing machine and ironer, will be fitted up for the occasion and demonstrated to the crowd.

What a Thin Dime Will Do

Someone with a penchant for statistics has figured that a dime's worth of electricity, based on the average kilowatt hour rate, will perform the following services in the household:

Operate a 16-candle power lamp for about a month.

Operate a six-pound flat iron for one month and a half.

Do a washing equivalent to twenty sheets each week for about two months and a half.

Operate a vacuum cleaner long enough to clean about one-tenth of an acre of carpet.

Operate a sewing machine for twenty consecutive hours.

Drive an electric fan four hours a day for nearly a week.

Brew two and a half gallons of coffee in an electric percolator.

Operate a heating pad for from one-half to one week, depending upon the heat used.

Operate a foot warmer five consecutive hours.

Operate a water pump long enough to raise 100 gallons 1,100 feet.

Make 100 slices of toast.

One Way of Interesting Fashionable Suburbanites in Electrical Housekeeping —Stage a "Going Away" Exhibit

To adapt one's method to the community and to peculiar local conditions, is one of the things necessary for success in selling the electrical idea, says Miss Bessie Swann, head of the home economics department of the Public Service Electric Company of Newark, N. J.

Which accounts for the unique exhibit (a corner of which is shown in the picture) staged at one of Miss Swann's "electrical afternoons" in Montclair. Montclair is a fashionable suburb, and doubtless few of its womenfolk would have turned out for a talk on electrical housekeeping only. Besides, it was the going-away season, and the big problem of the month was trunks, trains and clothes. So Miss Swann hit upon the idea of combining her electrical talk with the topics of the moment, and the above exhibit was the result. There was a millinery booth, set off with lighted lamps. There were lingerie, blouse and frock exhibits—with electric sewing and washing machines in close proximity. And there was the latest idea in trunks and suitcases —with Miss Swann taking care to point out that no trunk in the modern "going away" outfit was complete without its compartment for the electric iron.

Local merchants and the women themselves co-operated in the exhibit, and Miss Swann's talk on electrical housekeeping was heard by a large and interested audience.

What Is Happening to Radio?

(Continued from page 3199)

necessary technical talent in his organization and he would be confronted with the problem of bringing this kind of talent into his business. The average high class electrical shop would be well fixed, since it already has the men who are able to install and repair radio apparatus.

"Wired Wireless" Coming

It would seem that the radio business will eventually belong to those who go out after it. A careful analysis would seem to indicate that it belongs to the electrical retailers. This especially in view of recent developments. The writer refers to "wired wireless" experiments that have been conducted during the past few weeks. One of the experiments, which was a notable success was made in one of the sub-stations of the United Electric Light and Power Company of New York City. Speech and music was successfully transmitted over the lighting circuit carrying a normal load. The same experiment was repeated in other localities of the country and technical men confidently believe that the problem of broadcasting will eventually be solved by this means.

When a phonograph manufacturer sells an instrument he opens up an avenue of new sales for records. George Eastman once said he would give Kodaks away if people would buy his films. In radio we have an entirely different situation—in fact an economically unsound situation. When the manufacturer sells a radio receiver he is more or less obligated to supply that receiver with entertainment. The entertainment is highly expensive, since it costs from $50,000 to $75,000 to run a well-equipped broadcasting station, and we live in a very large country. This is simply one of the great business problems of the new industry. It cannot go on.

The success of this experiment with wired wireless from power stations seems to point to the solution of the problem. They foreshadow the day when we shall receive our broadcasted programs over our electric light wires with no trouble of interference or static. A small monthly or yearly charge can be made and this money, after a reasonable profit is deducted, may be used to support broadcasting stations that will send out real entertainment of a high class nature.

The use of power stations in our broadcasting will tighten the bonds between the radio and electrical industry. In fact, it will practically throw the radio business into the lap of the electrical retailers.

"Parts" Business Transitory

The adoption of time payments on the higher priced instruments will do away to a large extent with the troublesome "parts" business. When a man can pay $10 a month on a receiving set, it will do a great deal toward relieving him of the notion that he should build his own. Then, too, a homemade set with its unsightly wires and exposed batteries is not a complimentary thing to place in the average living room. It is out of place with its surroundings and an eyesore to the average American housewife. But happily some of our larger manufacturers are building receivers encased in beautiful cabinets. Like the phonograph, radio must develop into an article of furniture. It must be able to take its place not like a ragged stranger, but like a finished device of beauty with the other articles in the living room or drawing room.

The so-called "gyp" or cut-price dealer is not going to be a permanent factor in the radio business. He will last as long as there is a surplus of merchandise. He is not building his business upon a firm basis, and in the average case he cares nothing about the future. He is an opportunist pure and simple. All considered, he is really a very necessary part of the radio business at this time, since it will be only through his efforts that our surplus merchandise will be sold and production will again come back to normal.

There is no need to be concerned over the future of radio. It is going to be an enormous industry which will bring ample return to those who shoulder the responsibility of selling it to the public and offering with it courteous, intelligent and painstaking service.

Record of Lighting Fixture Patents

Issued from Jan. 2 to Jan. 30, 1923

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are all the Design Patents pertaining to lighting materials issued by the U. S. Patent Office from Jan. 2, 1923 to Jan. 30, 1923, inclusive.

61,750. Electric Ceiling Fixture. Frank S. Crowell, Toledo, Ohio, assignor to The Edward N. Riddle Company, Toledo, Ohio. Filed Apr. 20, 1922. Issued Jan. 2, 1923. Term seven years.

61,757. Globe for Lighting Fixtures. George R. Ainsworth, Great Neck, N. Y. Filed May 16, 1921. Issued Jan. 9, 1923. Term fourteen years.

61,760. Column for a Lamp. August Bostroem, New York, N. Y., assignor to S. Robert Schwartz, New York. Filed Apr. 11, 1922. Issued Jan. 9, 1923. Term seven years.

61,761. Bracket Arm for a Lighting Fixture or Similar Article. Thomas L. Dusseau, Philadelphia, Pa., assignor to Biddle-Gaumer Company, Philadelphia, Pa. Filed Feb. 27, 1922. Issued Jan. 9, 1923. Term seven years.

61,769. Standard for Lighting Fixtures. Joseph W. Gosling, Schenectady, N. Y., assignor to General Electric Company. Filed Apr. 21, 1922. Issued Jan. 9, 1923. Term fourteen years.

61,788. Bracket for Lighting Fixtures or Similar Article. George Meier, Caldwell, N. J., assignor to Israel J. Tombacher, Kings County, N. Y., and Harry M. Feltenstein, Chicago, Ill. Filed Oct. 4, 1921. Issued Jan. 9, 1923. Term three and one-half years.

61,798, 799, 800. Globe, Loop and Base for Lighting Fixtures. Thure E. Dahl, New York. Filed July 21, 1921. Issued Jan. 16, 1923. Term three and one-half years.

61,802, 03, 04. Candle Plate, Canopy and Spindle for Lighting Fixtures. Ruth L. Gerth, Minneapolis, Minn., assignor to Alfred Vestor Sons, Inc., Providence, R. I. Filed April 13, 1922. Issued Jan. 16, 1923. Term fourteen years.

61,807, 08, 09. Lighting Fixture Arm and Loop. Abraham Miller, New York. Filed April 6, 1922. Issued Jan. 16, 1923. Term three and one-half years.

61,812 to 61,818 inc. Electric Suspension Lighting and Ceiling Fixtures. Herman Abrams, Philadelphia, Pa. Filed April 13, 1922. Issued Jan. 23, 1923. Term three and one-half years.

61,841 to 61,854 inc. Base, Plate and Bracket Back for Lighting Fixtures. Frank S. Crowell, Toledo, Ohio, assignor to The Edward N. Riddle Company, Toledo, Ohio. Filed Apr. 20, 1922. Issued Jan. 30, 1923. Term seven years.

61,855. Chandelier. Thure E. Dahl, New York. Filed July 21, 1921. Issued Jan. 30, 1923. Term three and one-half years.

61,863. Lamp or Other Shade. Frederick Roettges, Stamford, Conn., assignor to William R. Noe & Sons, New York. Filed April 18, 1922. Issued Jan. 30, 1923. Term seven years.

Mechanical Patents

1,440,412. Electric Lamp Fixture. Adolph C. Recker, Oakville, Conn., assignor to The Chase Companies, Waterbury, Conn. Filed Jan. 7, 1921. Issued Jan. 2, 1923.

1,440,589. Electrical Fixture. Ernest W. Flender, New York. Filed Dec. 14, 1921. Issued Jan. 2, 1923.

1,440,733. Lighting Fixture. Edwin F. Guth, St. Louis, Mo. Filed June 29, 1920. Issued Jan 2, 1923.

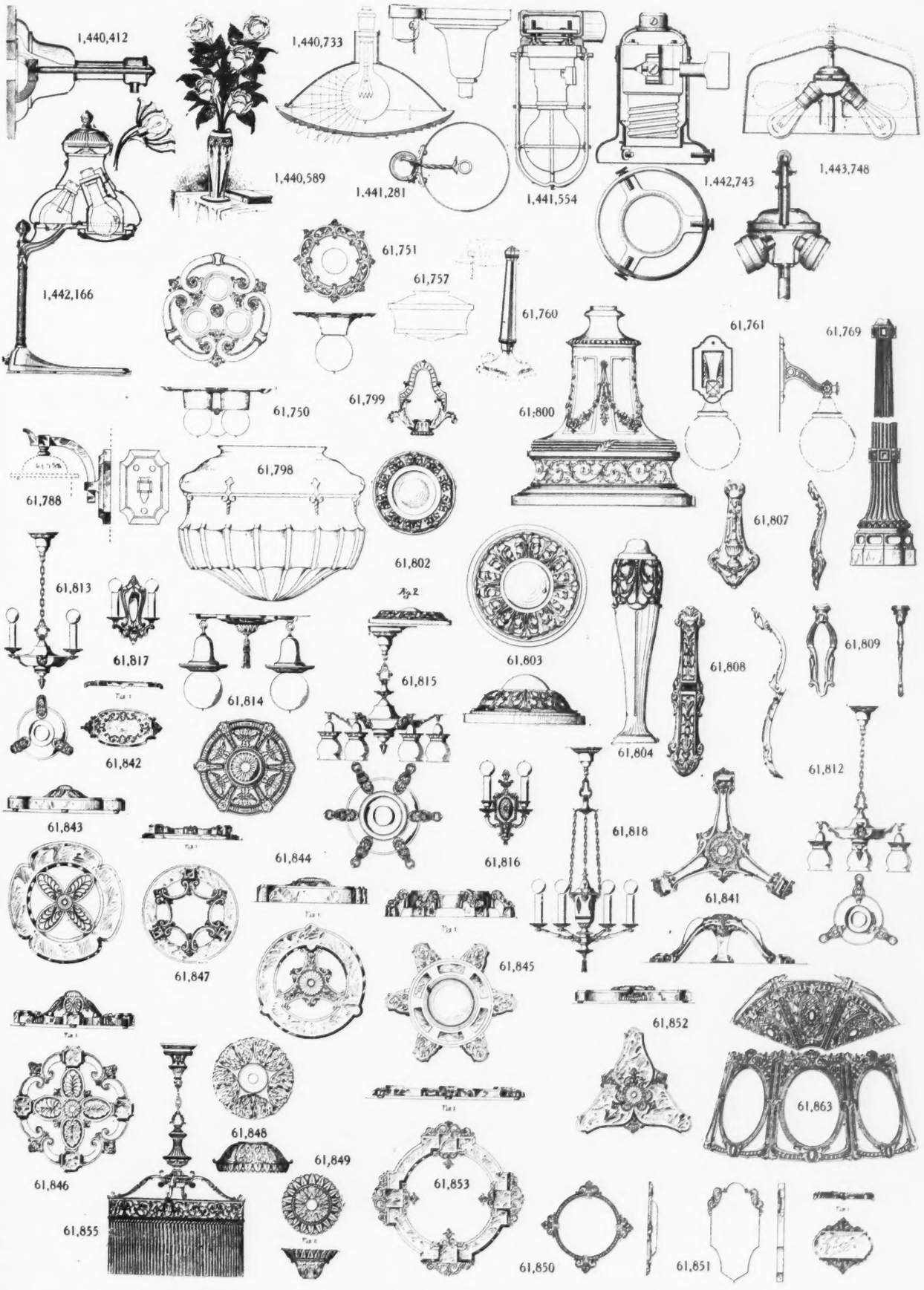
1,441,281. Switch Container for Electric Lighting Fixtures. Max Herskovitz, Chicago, Ill. Filed Jan. 16, 1922. Issued Jan. 9, 1923.

1,441,554. Lamp-Guard Attachment for Conduit Outlet Boxes. Carl H. Bissell, Syracuse, N. Y., assignor to Crouse-Hinds Company, Syracuse, N. Y. Filed July 15, 1918. Issued Jan. 9, 1923.

1,441,741. Combined Electric Lamp Socket and Shade Holder. Norman W. Nutt, Trenton, N. J. Filed July 27, 1920. Issued Jan. 9, 1923.

1,442,166. Color Identifying Apparatus. Norman Macbeth, New York, N. Y. Filed Dec. 24, 1919. Issued Jan. 16, 1923.

1,443,748. Lighting Fixture. Walter R. Kahns and Karl Keller, Brooklyn, N. Y., assignors to J. H. White Mfg. Company, Brooklyn, N. Y. Filed Mar. 28, 1922. Issued Jan. 30, 1923.



Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each

Sales Helps for the Dealer

Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade

It's Advertising That Does It —with "Dealer Helps" That Help

Ask any schoolboy who Paul Revere was and you will get an immediate reply. Ask him who was William Dawes and ninety-nine times out of a hundred he cannot tell. Now the facts are that both these men set out on the same history-making ride the night before the battle of Lexington.

Revere was soon captured, Dawes escaped and successfully carried out his part of the program of warning the citizenry of the approach of the British troops.

Perhaps you wonder how it happens that Revere got all the glory, while Dawes did most of the work. The correct answer is found in one word—advertising.

It is not enough to be able to deliver the goods and the service your community wants, as is shown in the case of William Dawes. In addition, some one must say something worth listening to about it. Now we are aware that you have not got a Henry Wadsworth Longfellow handy to write you up a stirring poem as he did Paul Revere. But you are on the job yourself and, although you may not be any literary genius, you can tell your present and prospective customers what they want to know about your goods.

Week after week and year after year you can keep hammering home through your advertising the merits of your wares. Much the same kind of language you use in your sales talks to patrons is all that is required. They will understand it and will respond liberally if your wares and your service justify it.

It will not do to praise up your goods in language which their merits do not warrant. An ad of holiday goods running in the April issue of your local paper will not impress your trade that you are awake to their requirements. To have sticking around manufacturers' advertising helps to push the sale of goods you are out of brings an unfavorable reaction. With a little attention, however, to the fitness of things, your store message will put you in the local business lime-light just where you are trying to be.

Preparing the Home Owner for Changes in His Lighting Installation This Spring

With spring comes another wiring and rewiring period. A striking window display to suggest to home owners changes and improvements in their lighting, is here suggested by the Westinghouse Lamp Company, 165 Broadway, New York City. The large cut-out which forms the center of the display is supplied dealers on request, as Display No. 73. It glimpses a cross-section of a home interior, suggesting good lighting for each room. On the steps on either side of this display, different kinds of lamps are displayed, with neat cards suggesting the rooms in which they are best used.

Awards in "Red Seal" Battery Contests

More than one hundred and fifty thousand answers were received by the Manhattan Electrical Supply Company of New York City which recently held three simultaneous contests in connection with its Red Seal battery sales.

There was a contest for the public, called the "Finish-the-Sentence Contest"; another contest open to dealers, known as the "Dealers' Window Display Contest"; and there was also a contest open to salesmen under the "Prize Letter Contest."

The following were the winners of the first three prizes in the dealers' contest: first prize, Louis D. Rubin Electrical Company, 345 King Street, Charleston, S. C.; second prize, George A. Myers & Company, Inc., 61 and 63 Washington Street, Paterson, N. J.; and third prize, Busch Hardware Company, 5745 West Division Street, Chicago.

Winners in the jobbers' salesmen contest were: First prize, W. J. Teefey, Richards & Conover Hardware Company, 433 South Benton Street, Kansas City, Mo.; second prize, Charles A. Byers, The Faeth Company, 1422 Appleton Street, Parsons, Kans.; and third prize, Harry H. Goldstein, Lowe Motor Supply Company, 756 Garden Street, Hartford, Conn.

The Air-O-Mix Corporation, 11 Moore Street, New York City, has issued a new leaflet-folder on its "Fountain-Aerator," or drink mixer for soda fountains. Several pages describe the theory and method of "aerating" drinks.

Traveling Libraries on Electricity for the Farm

Collections of literature about "Electricity on the Farm" are among the traveling or "package" libraries sent out by the Michigan Agricultural College Library. These libraries are loaned to county agents, teachers of agriculture and home economics, leaders of boys and girls' club work, farm bureaus, farmers' organizations and other responsible parties. They are made up of bulletins, pamphlets, clippings and other information upon the subject. When a community becomes interested in a subject, some of the organizations named can write to the agricultural college library, tell what is the object and a supply of information to be kept no longer than four weeks will be sent to them.

"Beat 1922"—A Manufacturer's Slogan for the New Year

"Beat 1922" is the inspiring slogan which will be featured in all the dealer help material for 1923 by George Richards & Company, Chicago, and which the company passes on to the electrical industry at large as its contribution to the merchandising success of the coming year.

"To us, 'Beat 1922' has a very significant meaning," writes C. W. Muench, sales manager of the company, "since our 1922 sales show an increase over the year before of approximately 25 per cent. Also, during 1922, three new products were put on the market—two new attachment plugs and an electric health pad. Our program to 'Beat 1922' consists of bringing out additional products and increasing our sales force 60 per cent."

"A study of the market and business conditions has given us the opinion that with the proper sales effort we can reach the 1923 sales objective expressed in the slogan, 'Beat 1922' ".

Building Residence Lighting Business

The first monograph of the publication program for 1923 upon which the Society for Electrical Development is engaged, in co-operation with the Joint Committee for Business Development, will be off the press about the middle of March.

This monograph, entitled "Building Residence Lighting Business," gives plans for a complete residence lighting campaign, including suggestions for form letters and advertising, lists of demonstration equipment, lectures, a bibliography of lighting booklets, etc., etc. A consumer booklet and material for newspaper articles on residence lighting will be included with the monograph.

It treats of the subject of residence lighting both from the individual and co-operative (League) viewpoints and is particularly timely as an aid in the conduct of intensive Spring house-wiring campaigns.

Members of the Society will receive the number of free copies to which they are entitled — extra copies, 50 cents. Non-members may obtain copies at $1 per copy by writing to staff headquarters, 522 Fifth Avenue, New York, N. Y.

A Windmill that Blows a Stiff Breeze for Cleaner Sales

It's action, after all, that makes a window display—and no matter how carefully planned a window may be, if it doesn't actually make people stop, it isn't selling the goods. For example, if this windmill cut-out now being supplied dealers by the P. A. Geier Company of Cleveland were static, it would be nothing more than an attractive background. But because the big blades are always briskly moving, passers-by stop to see how it's done—and see the vacuum cleaner.

The cut-out is one of a series of new spring merchandising helps announced by the Geier company, including lantern slides, circulars and advertising cuts.

Does window trimming pay? George Richards & Company, which originated the slogan, "Beat 1922," believe it does pay, and recently conducted a window display contest for its dealers which brought some astonishing results in immediate sales. One dealer reported that twenty-one plugs were sold the very night the window was being trimmed; another, that sixty-three were sold the day after the display was put on. The display shown above, submitted by the City Light & Water Company, Amarillo, Texas, was one of the prize-winners in the contest.

New Publications

The Century Electric Company, 1827 Pine Street, St. Louis, Mo., announces a new catalog covering its oscillating and stationary fans for both alternating and direct current, as well as its ceiling fans for alternating current only.

The Hunter Fan & Motor Company, Fulton, N. Y., has issued a new catalog on its various types of ceiling fans.

The Fischer Sales Company, 1270 Broadway, New York City, has issued a new 12-page catalog for the electrical trade, containing many fall items, including radio apparatus, lighting fixtures, appliances and wiring specialties.

The Alden-Napier Company, 52 Willow Street, Springfield, Mass., writes that with every hundred radio dials ordered by a dealer it will supply a hand-painted display card on which is mounted a dial, for display purposes. Its small-space socket is packed in a lithographed display container.

New Merchandise to Sell and Where to Buy It

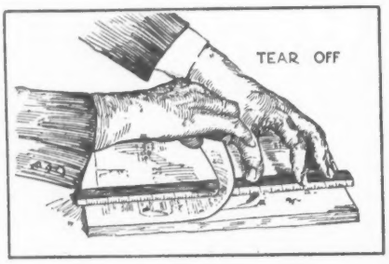
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

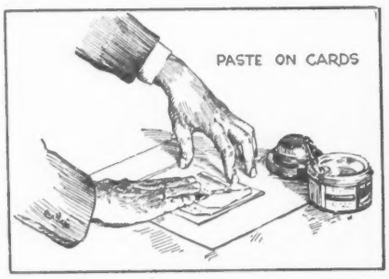
Including Many Appliances for the Home Electrical

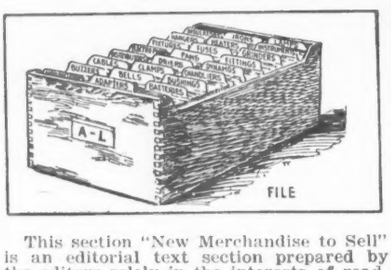
How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number *Electrical Merchandising* has been furnishing its readers with the selective new-merchandise catalog service contained on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.

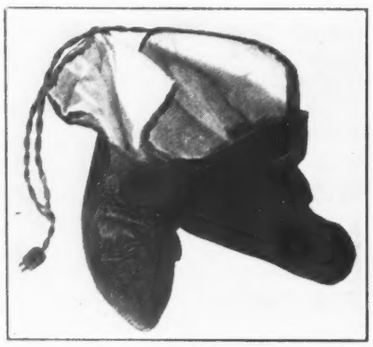






This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *Electrical Merchandising*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



Electric Shoes

Electrical Merchandising, March, 1923

It wasn't enough that the electrical dealer had to learn the ways of the furniture dealer, the phonograph merchant and the hairdresser, to sell his varied stock—he must now engage in the shoe business! For wired slippers—Shoes that draw comfort and healing warmth from a lamp-socket connection—are now being offered by the Charles Electric Garment Company, 1739 West Twenty-fifth Street, Los Angeles, Cal.

These shoes are interwoven with fine-spun, diamond-refined, double-insulated wire, cabled for creating "thermal magnetism," says the manufacturer. Their health-giving and curative powers are said to be due to their ability to help the body throw off waste poisonous matter, by setting up good circulation and charging the entire body with a flood of health-bringing vitality.

Kitchen Ventilating Outfit

Electrical Merchandising, March, 1923

Not a nail or screw is needed to install the new "Ilgair" kitchen ventilator, because the panel hangs directly from the moulding or casing.

The panel in which the fan is fitted is painted white, and the fan itself green. The ventilator is 10 in. in diameter, and handles 1,500 cu.ft. of air. A variable speed motor is provided, with a three-speed regulator for alternating current, and 50 per cent speed reduction for direct current. The panels may be had in three sizes, giving 10 in. leeway for adjustment on each, so that practically all windows can be fitted.

The Ilg Electric Ventilating Company, 2850 North Crawford Avenue, Chicago, is the manufacturer.

New Oscillating, Vacuum-Cup, and Dolly-Type Washers

Electrical Merchandising, March, 1923

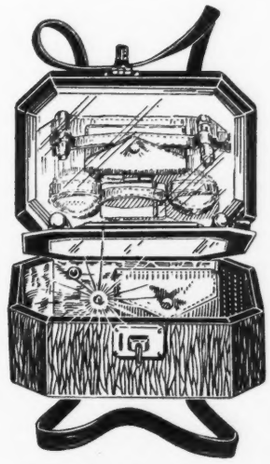
The Hurley Machine Company, Chicago, is putting on the market, in addition to its Thor line of electric washing machines, ironers and vacuum cleaners, a new line of washers known as the "Superior" line, comprising an oscillator of interesting design to retail at less than $100; as well as a vacuum-cup washer having a unique clamshell type cup rotated by water action; and a complete line of single and double, wood and copper-tub dolly-type washers. The combination has the distinction of being the first complete line of all types of washing machines made by a representative manufacturer.

The backbone of the new Hurley line is the well-known Thor 25 revolving-reversing cylinder electric washing machine, and the all-metal Thor 32 with the Luminoid cylinder which this company developed. Over 750,000 of these two machines have been sold in the seventeen years of the company's existence.

The new "Superior" line bids fair to rival in popularity the Thor line. The oscillator, which is the leader of the line, is of trim appearance and clean design, has few parts and possesses many interesting structural features, among which are a cast aluminum, one-piece housing that contains all gears and is packed with heavy grease; die-formed, heavy-gauge copper tub that may be quickly and easily removed and has a cast aluminum, shape-retaining cover; all-metal, Thor-type 8-position swinging, reversing wringer; stamped steel panel body that is held together by machine screws and lock washers.

The feature of the vacuum cup washer is the set of "clamshell" type cups attached to a free-running yoke. These cups are rotated by the action of the water against the cups, rather than by a ratchet, and will stop rotating in the event of any clothes winding around the plunger housing. The lower gears and case of this machine are interchangeable with those of the oscillator.

The dolly type line is very complete and is designed to prove attractive to rural and small town trade. One feature of this line is the under-tub drive that clears the tops of the tubs and permits their being easily opened.

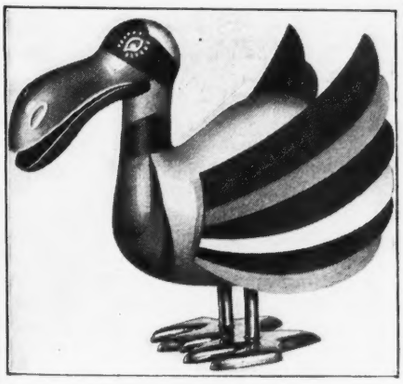


Electrically Lighted Vanity Case

Electrical Merchandising, March, 1923

The vogue of the electrically lighted vanity case is spreading to all types of this important feminine accessory—from the cloth bag to the flat leather box type of vanity case—and it is this latter type which is being offered in many different styles by the Universal Leather Goods Company, 442 North Wells Street, Chicago.

The leather boxes have all the fittings of the better vanity cases — from polished gold pincushion to the tiny coin purse—and, when opened, automatically light a little electric bulb. The battery is concealed.



Magnetic Duck

Electrical Merchandising, March, 1923

A rare bird indeed is "Loony-Loo," the strange and fascinating duck which, when placed in position and given a sharp word of command, will open his bill and lay a square or golden egg. He is one of a line of sound-operated novelties and toys made by the John Hugo Manufacturing Company, of 60 Franklin Street, New Haven, Conn. He is made of metal, decorated in gay colors, and, according to the manufacturer, makes a handsome ornament.

Radio Head Set

Electrical Merchandising, March, 1923

The nickel plated, phosphor-bronze head band on the receiver, recently put on the market by the Radioceive Manufacturing Company, 268 Jeliff Avenue, Newark, N. J., permits comfortable fitting to any head, and without material change in tension. A ball-joint feature makes the phone self-conforming to the ears. The resistance is rated at 2,200 ohms, and the weight is 12 oz.

Electric Clothes Dryer

Electrical Merchandising, March, 1923

Stiff or discolored linens are overcome by the use of the "Airo" electric clothes dryer, manufactured by the Airo Electric Appliance Company, Columbia Bldg., Pittsburgh, Pa. The method of drying is entirely by air, the blast being operated by a ¼ hp. motor. When not in use the washing machine may be pushed inside and the upper rack used for soiled clothes and storage. The manufacturer states that the actual cost for operation is less than one cent an hour. The dryer is extremely compact, being only thirty inches square.

Insulator

Electrical Merchandising, March, 1923

The latest addition to the "G-W" line manufactured by Gehman & Weinert, 42 Walnut Street, Newark, N. J., is an insulator, the composition of which is waterproof, resists heat and is said to stand tremendous strains.

Moving Sign

Electrical Merchandising, March, 1923

The "Roto-Sign" is the trade name of a new advertising medium manufactured by the American Sign Company, Kalamazoo, Mich. It is adapted to window display, demonstrations, conventions and exhibits. A constant stream of sparkling words crossing the face of the sign compels the attention, and the reader will repeat word for word the message it is desired to bring home to him. Each sign belt will carry a message of forty words and the belts are all interchangeable. A universal motor operates the belt through a system of pulleys and four 25-watt lamps illuminate the perforated message. The cost of operation is about one cent an hour. The Roto-Sign is enclosed in a plain metal box, having a dark mahogany front frame with an aperture through which the message is presented. The sign can be attached to any lighting socket.

Electric Incubator and Brooder

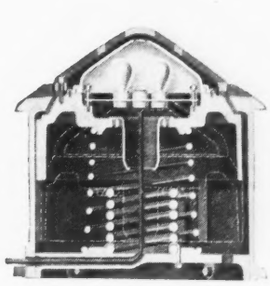
Electrical Merchandising, March, 1923

Electrical dealers will find a seasonable device in the all-metal electric incubator recently placed on the market by the Oakes Manufacturing Company, Tipton, Ind. The incubator is made in 60-egg and 100-egg sizes for 32 volts and 110 volts, and is heated automatically. It is easily converted into a hover.

Electric Soldering Iron

Electrical Merchandising, March, 1923

"No larger than a fountain pen and as easy to use" is the way the Post Electric Company, 30 East 42nd St., New York City, describes its new electric soldering iron. Unfluctuating heat at all times can be had by simply connecting to any standard current. The heating unit is made of platinum. The soldering tip is interchangeable.



Traffic Light with Disappearing Dome

Electrical Merchandising, March, 1923

A distinct contribution to safety on the highway is the new line of disappearing dome safety traffic lights recently put on the market by the Safety Traffic Light Manufacturing Company, 425 East Water Street, Milwaukee, Wis.

The predominating feature of this traffic light is the yielding dome which under the impact of a vehicle recedes, permitting the vehicle to pass over without injury to it or its occupants. Additional features are the low maintenance cost of operation, and the fact that the accident preventive feature tends to eliminate legal liability to the city.

These traffic lights are strongly made, attractive in appearance, and effective as traffic regulators. They are equipped with two 50-watt incandescent lamps.

Continued on third page following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Gossip of the Trade

Glimpses of Electrical Men at Work, at Play, and in Convention as Caught by Lens and Pencil

Lighting Fixture Dealers Elect Officers

The Lighting Fixture Dealers Society of America has elected for its 1923 officers: President, Charles E. Scott (re-elected) Detroit Mantel & Tile Company, Detroit; vice-president, H. I. Sackett, H. I. Sackett Company, Buffalo; treasurer, R. D. Paxson, Sterling & Welch Company, Cleveland; business manager, Charles H. Hofrichter, organization headquarters, 231 Gordon Square Building, Cleveland. The new directors elected are W. L. Collins re-elected), Beaux Arts, Pittsburgh, Pa.; C. H. Swartz, Swartz Electric Co., Dayton; G. F. Laube, Laube Electric Co., Rochester; F. R. Smith, Fred R. Smith Company, Scranton.

"Associated Lighting Equipment Salesmen" Organize

At the recent Lighting Fixture Market at Cleveland, plans were drawn up for an organization of fixture salesmen, to be known as the Associated Lighting Equipment Salesmen.

"The fundamental principle of our organization," says president Frederic H. Stirling, "is more thorough and effective co-operation with all branches of the industry. . . . Our ideals are high, though not impossible, and in order to make it easier to reach them, we want the whole-hearted assistance of every salesman in the lighting fixture industry, wholesale and retail. . . . We have the good wishes and encouragement of the National Council and the Dealers' Society, and it is our sincere desire, that by earnest co-operation with each other and with these associations, to bring about a steady and satisfactory improvement in the industry." The secretary of the new organization is M. Applebaum, with headquarters at 40 Warren Street, New York City.

New Officers of Rocky Mountain League

The Rocky Mountain Electrical League, with headquarters at Salt Lake City, announces the removal of its offices to 809 McIntyre Building. Reports of the League's recent election for 1923 officers show: Chairman, W. A. Moser, district manager, Westinghouse Electric & Manufacturing Company; vice-chairman, A. J. Calloway, district sales manager, Western Electric Company; and secretary (re-elected) R. M. Bleak, superintendent lighting and appliance sales, Utah Power & Light Company.

Electric Power Club at Hot Springs, Va.

The Electric Power Club will hold its annual meeting June 11 to 14 at The Homestead, Hot Springs, Va. "It is expected that a considerable amount of important standardization of electric power apparatus will be effected at that meeting," reads the secretary's announcement, "because the new edition of the Electric Power Club Handbook will be published soon thereafter, and all the different sections of the Club are working to accomplish as much as possible this Spring, in order to get their work into the new Handbook." S. N. Clarkson, with headquarters in the Kirby Building, Cleveland, is executive secretary of the Club, which is "an association of manufacturers of electric power apparatus and control equipment, organized for the standardization, improved production and increased distribution of such products."

James McClymont has disposed of his interest in the Laundryette Sales Company, New York City, to take over the direction of sales of the new Savage electric washer and dryer and the electrical refrigerator manufactured by the Savage Arms Corporation, of Utica, N. Y., and 50 Church Street, New York City.

Calendar of Coming Conventions

ELECTRICAL SUPPLY JOBBERS' ASSOCIATION, SPRING CONVENTION, *The Homestead, Hot Springs, Va., week of May 21.*

WESTINGHOUSE AGENT-JOBBERS' ASSOCIATION, *The Homestead, Hot Springs, Va., week of May 28.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, ANNUAL CONVENTION, *Hotel Commodore, New York City, June 4 to 8.*

ELECTRIC POWER CLUB, *The Homestead, Hot Springs, Va., June 11 to 14.*

NATIONAL COUNCIL LIGHTING FIXTURE MANUFACTURERS, MID-YEAR MEETING, *The Homestead. Hot Springs, Va., June 26-29.*

ASSOCIATION OF ELECTRAGISTS INTERNATIONAL, ANNUAL CONVENTION, *Hotel Washington, Washington, D. C., week of October 8.*

St. Louis to Have Electric Show, March 12 to 17

An "electrical storm," with spectacular lighting effects simulating lightning, driven clouds, and pouring rain, is planned as one of the features for the electrical show to be held under the auspices of the St. Louis Electrical Board of Trade in the St. Louis Coliseum, March 12 to 17. This is the first electrical exhibition of the kind to be held in St. Louis in ten years, and wide educational usefulness is predicted through the displays of electrical labor-saving appliances and heating and cooking devices.

E. J. Spencer, 1298 Arcade Building, St. Louis, is manager of the show, and the officers of the exposition company are: C. E. Michel, president, sales manager, Union Electric Light & Power Company; H. D. McBride, vice-president, Southwestern Bell Telephone Company; E. J. Spencer, secretary and treasurer; Fred B. Adam, director, Frank Adam Electric Company; C. E. Allen, director, district manager, Westinghouse Electric & Mfg. Company; H. N. Goodell, director, manager, Western Electric Company; E. D. Payne, director, district manager, General Electric Company.

The chairmen of the exhibition committees are: Finance, F. A. Kehl, president, Brilliant Company; Space, H. T. Bussmann, Bussmann Manufacturing Company; Entertainment, F. D. Beardslee, Mercantile Trust Company; Decoration, Herman Spoehrer, secretary, Union Electric Light & Power Company; Program, Fred Johnson, sales manager, Wagner Electric Mfg. Company; House, W. L. Berry, sales engineer, Union Electric Light & Power Company.

E. A. Edkins Thirty-One Years with Commonwealth Edison Organization

Earnest A. Edkins, general manager of electric shops for the Commonwealth Edison Company, Chicago, was tendered a luncheon at the Hamilton Club in that city, Feb. 1, by a number of his friends in the Commonwealth Edison organization to mark his completion of thirty-one years of continuous service in the employ of the company and its predecessor, the old Chicago Edison Company. In addition to receiving many felicitations from company officials and friends in the industry, during the day, Mr. Edkins was given a fine tribute expressing the affection and regard of his electric-shop employees, in the form of a beautiful mahogany desk and chair for his home.

New York's "Own-Your-Home" Show in April

New York City's fifth annual Own-Your-Home Exposition will be held this year in the Sixty-ninth Regiment Armory, April 21 to 28, when electrical exhibits will, as usual, feature the newest ideas in electrical convenience in the home. The Exposition emblem has finally been made in the shape of a heart, within which is a picture of the original "Home, Sweet Home." At the point of the heart is the motto: "Home, the Heart of the Nation."

Syracuse (N. Y.) Electrical League

The Syracuse Electrical League has been organized among the electrical contractors, dealers, central station men and jobbers of Syracuse, N. Y., succeeding the former Electrical Home Committee. The officers of the new Syracuse league are A. D. Dudley, president, W. Brewster Hall, vice-president, B. E. Green, treasurer, and A. N. Little, secretary. The board of directors includes, in addition to the above-named officers, J. Heil, M. H. Salmon and T. L. Schrantz.

Changes in Western Electric Organization

F. A. Ketcham has been appointed general manager of the supply department of the Western Electric Company, with headquarters at 195 Broadway, New York City. For the past four years Mr. Ketcham has been general sales manager at New York.

G. E. Cullinan assumes the position of general sales manager. Mr. Cullinan entered the employ of the company upon his graduation from Williams College in 1901 and for several years was connected with the New York house. He went to St. Louis in 1907 and was manager there from 1909 to 1918 when he went to Chicago as central district manager.

L. M. Dunn, who for the past three years has been manager of the eastern district, which includes the New York and the New England territory, has been appointed general merchandise manager on the general manager's staff.

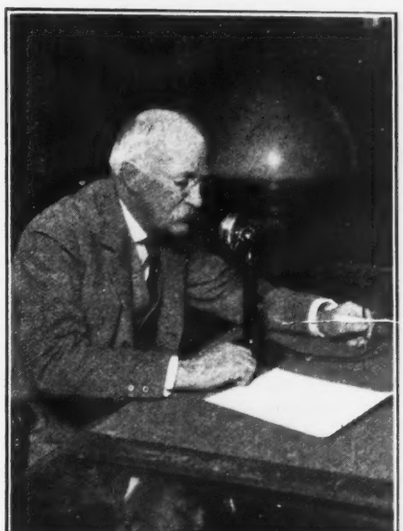
W. J. Drury has been made manager of the eastern district to fill the vacancy created by the promotion of Mr. Dunn. Mr. Drury has been sales manager of the New York house for the past three years, and is succeeded in that capacity by J. F. Davis who has been sales manager of the Boston branch for the same period.

T. E. Burger has been made sales manager at Boston. Mr. Burger was for thirteen years connected with the Los Angeles and San Francisco organizations, being sales manager of the former. More recently he has been on the staff of the Society for Electrical Development, coming back to the Western Electric organization during the last part of 1922.

W. P. Hoagland has been appointed central district manager in charge of the Chicago and Minneapolis branch houses. For the past three years Mr. Hoagland has been sales manager at Chicago.

J. H. Gleason takes the position of Chicago sales manager. Mr. Gleason has been power apparatus sales manager at Chicago.

H. L. Grant, who for the past three years has been general appliance sales manager, located at New York, has been appointed Erie district manager, a new grouping of the distributing houses of Cleveland, Pittsburgh, Detroit and Cincinnati. Mr. Grant's headquarters will be at Cleveland. A. M. Collins continues as manager of the Cleveland house.



"Hello, London! Are you there?" H. B. Thayer, president of the American Telephone and Telegraph Company, talking from his office at 195 Broadway, New York, to England by radio telephone on the evening of Sunday, January 14, when he was distinctly heard by a group of distinguished scientists, engineers and officials in England. The occasion was a test of radio apparatus and system made possible by co-operation between the American Telephone and Telegraph Company and the Radio Corporation of America and resulting from research and experimental work in the laboratories of the two companies.

The Charleston Electrical Supply Company of Charleston, W. Va., recently held its annual banquet at the Ruffner Hotel, which was attended by the company's salesmen and executives, to mark the close of its twenty-first year of business. The feature talk of the evening was made by F. M. Staunton in which he predicted a great year for the "go-getter" in 1923. C. B. Peck, president of the company, acted as toastmaster of the evening and led a general discussion among the salesmen. W. P. Dickson, as the record salesman of the staff, was presented with a gold watch.

New Faces Added to Staff of Society for Electrical Development

In order to encompass the far-reaching program laid out for the year by its directors, the Society for Electrical Development has made several additions to its headquarter's staff at 522 Fifth Avenue, New York City. The peculiar nature of the work in which the Society is engaged in promoting the extended use of electric service and supplies necessitates careful selection of those whose duty it is to forward the work. They must first be sold on the ideal for which the Society stands—that of co-operation. In these new staff members, the management of the Society feels that it has added a crew of four people worthy in every way of the important duties they will be called upon to perform.

W. W. Ayre brings to the Society knowledge gained from an extensive advertising and publicity training. He has successively and successfully filled positions with the McGraw-Hill Company; the advertising department of the Western Electric Company; the Tucker Advertising Agency, in the copy and production departments, and was more recently, managing editor of the Publisher's Autocaster Service in New York. His work with the Society will be in the preparation of advertising and merchandising suggestions and the writing of booklets and monographs on electrical subjects.

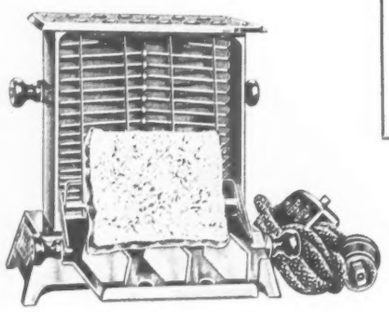
As a much-needed link man to contact with newspaper editors and managers, to assist them and the industry in seeing that the public receives authentic information about things electrical, the Society's choice fell upon W. S. Sands. From his previous experience in the advertising and publicity fields, making commercial surveys for leading agencies, as editor of a market condition summary, and manager of the merchandising service department of the Springfield *Union*, Mr. Sands should be invaluable and the industry may expect its message to be more effectively broadcasted with beneficial results to all.

Albert Kapteyn, a man of wide education and experience along engineering and other lines, joined the Society at the close of 1922. His work with the Westinghouse Machine and Air-Brake Companies, supplemented by considerable experience in export work, especially fits him for the making of original studies and the preparation of booklets for the Society.

Roi B. Woolley has recently become associated, as vice president, with Goldman, Carrigan & Company, of 565 Fifth Avenue, New York City, advertising and marketing specialists. He was formerly with Grandin, Dorrance and Sullivan, advertising agents with offices in the Bush Terminal Building, New York City.

New Merchandise To Sell

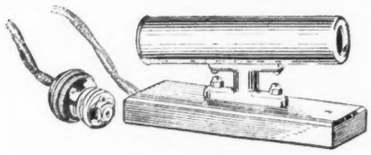
(*Continued from third page preceding.*)



Electric Toaster

Electrical Merchandising, March, 1923

"Rimco" toasters, distributed by John H. Graham & Company, 113 Chambers Street, New York City, have a flat top, which can be used as a plate for keeping the toast warm. Should it become necessary, the heating element can be removed by loosening six screws. The toaster weighs 3½ lbs., and is furnished complete with six feet of cord and a 2-piece socket plug.



Curling Iron Heater

Electrical Merchandising, March, 1923

The ordinary non-electrical curling iron or marcel waver can be easily heated by means of a new electric heater which is a sort of tube into which the curling iron is slipped. The heater is made of polished aluminum, and is mounted on a heavy asbestos wood base, neatly finished. It weighs 1½ lbs., and is made for either 115 or for 220 volts.

The Op-Al Electric & Manufacturing Company, Indianapolis, Ind., is the maker.

Fractional Horsepower Motors

Electrical Merchandising, March, 1923

A new line of fractional horse-power motors of the split phase type has recently been developed by the Robbins & Myers Company, Springfield, O. These motors are suitable for washing machines, ironing machines and other household, office and similar appliances which are equipped with fractional horse-power motors.

Changes have been made in both the electrical and mechanical design of these motors, which have reduced the weights materially below those of the previous motors of the same ratings. At the same time the starting and maximum torques have been increased. Low temperature rise and quiet operation have also been obtained, features which are especially desirable in household and office devices.

The motors are equipped with a pulley and water proof terminal box. Cord and plug are also furnished when required. When equipped with cord and plug, the cord is firmly anchored in the terminal box so that any strain on the cord is not transmitted to the terminals.

The bearing bushings are phosphor bronze, lubricated by wick oilers. The bearing hub is drilled and tapped both at the top and bottom. To convert the motor for inverted mounting all that is necessary is to interchange the oil cups and plugs which are at opposite sides of the bearing hubs.

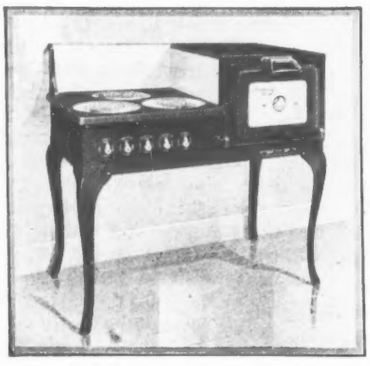
At present these motors are in production in the ¼ hp. and ½ hp. sizes, for 60 cycle, 110 volt circuits. The manufacturer declares that a companion line of direct current motors in these sizes is also in production.

Reel for Portable Electric Tools

Electrical Merchandising, March, 1923

One of the greatest difficulties encountered in the use of portable electric tools is the dragging over the floor of the flexible cord, as the operator moves from one position to another. To overcome this objection, Forbes & Myers, 172 Union Street, Worcester, Mass., have recently placed on the market a cable reel operated by a spring, which is strong enough to keep the cable off the floor, but not enough to annoy the operator. This feature, the manufacturers explain, lengthens the life of the cable considerably.

When the reel is placed centrally in the room, either on the ceiling or a column, the 35 ft. of cable is enough for a room 60 ft. square. A four wire cable is used. Three wires are for the three-phase power current, this current being decidedly preferable to the single phase from the light socket. The fourth wire is a ground wire which connects the frame of the grinder permanently to the frame of the reel, regardless of whether the switch is open or closed. When the frame of the reel is connected to a water pipe or other permanent ground, danger of electric shocks is minimized.

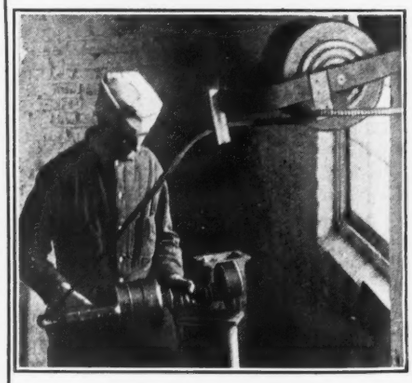


Apartment House Range

Electrical Merchandising, March, 1923

The demand by owners of apartment building and small homes, for a quality range, small in size and low in price has been so great that the engineers of the Edison Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, Ill., have developed three distinctively new models of ranges, calling them the Hotpoint Hughes apartment house ranges.

Quality and efficiency prevailing, these ranges are smaller than the standard line of Hotpoint Hughes ranges and do not contain any nickel trimmings, but are neatly finished in plain black, japan enamel. They are equipped with the same speed units that the regular line of Hotpoint Hughes ranges contain. They are efficient, neat, compact; a utility that will be in great demand because of the unusual low price that will enable the person of average means to enjoy the many advantages of electric cooking.



Cell Filler with Electric Signal

Electrical Merchandising, March, 1923

Considerable time and labor in filling storage battery cells is saved by the "Exide" cell filler, a new device manufactured by the Electric Storage Battery Company, Allegheny Avenue, and Nineteenth Street, Philadelphia, Pa.

By means of this cleverly devised tool, the exact amount of water is permitted to flow into the cells without overflowing or causing the electrolyte to slop over. To operate, the barrel end of the filler is grasped with the index finger resting upon the trigger on the lower side. The nozzle end is inserted in the filling vent, the trigger is then held down and the water flows through the hose into the cell.

As soon as the level of the liquid reaches the proper height, it causes a contact to be made and a small electric bulb signal lights. The trigger is then released, shutting off the water, and the operation is repeated in the next cell.

Loud Speaker

Electrical Merchandising, March, 1923

Operated without additional storage battery current, the loud speaker manufactured by the Pathe Phonograph & Radio Corporation, 30 Grand Avenue, Brooklyn, N. Y., can be attached to any radio set having two stages of amplification and a ninety-volt battery. The manufacturer explains that the sound comes from the diaphragm loud, and is not increased by a horn from a whisper to a noise. The rigid armature carefully set on edges is actuated by the slightest current. The cone is made of carefully selected material, and distributes amplified sound in all directions. There is no tinny, metallic sound which is inherent in most instruments using a metal horn.

Bridge Lamp

Electrical Merchandising, March, 1923

The electrical connections of the new "bridge lamp" manufactured by the Colonial Lamp & Fixture Works, Inc., 5644 Lake Park Avenue, Chicago, Ill., are made by means of a silk cord and plug. The cord is carried through a silk rope to the lighting socket. Not only is awkward looking wiring avoided but the silk rope adds appreciably to the attractiveness of the lamp. It also permits the raising or lowering of the lamp and shade at will. The lamp comes in a variety of styles, from the elaborate hand-carved base and ornamented stem to the more simple members. The maker adds that it is not a miniature lamp.

Adapter for Candle Fixture

Electrical Merchandising, March, 1923

Made to fit any candle fixture with a standard base, the No. 2900 "Curtis" adapter, recently placed on the market by the National X-Ray Reflector Company, 235 West Jackson Blvd., Chicago, Ill., is furnished complete in a package, and includes shade frame, reflector, holder and a 50-watt clear "mill type" lamp. The manufacturer explains that this adapter makes candle fixtures practical, as ordinary candle fixtures with just frosted lamps, it is claimed, do not light the room properly.

Boudoir Lamp

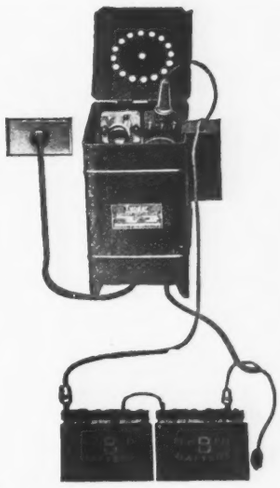
Electrical Merchandising, March, 1923

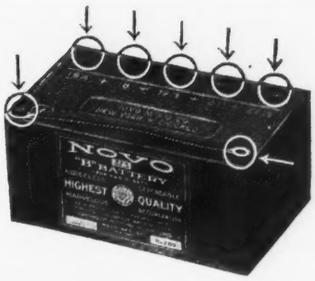
Illustrated is a new glass-shaded boudoir lamp offered by the Aladdin Manufacturing Company, Muncie, Ind. It is delicately colored, with a daisy flower decoration.

Attachment for Charging "B" Batteries

Electrical Merchandising, March, 1923

A device for charging "B" batteries, to be used as an attachment to the "Tungar" battery charger, has been developed by the General Electric Company, Schenectady, N. Y. It consists of a small porcelain spool wound with resistance wire and enclosed in a small sheet metal box, which can be hung on the side of the Tungar. Two connection leads come from the resistance, one going to the Tungar and the other (the longer) to the positive pole of the "B" battery. The device can be attached in a few seconds, and will charge a 20-24-cell storage "B" battery at approximately .1 ampere, or 10-12 cells at approximately .2 ampere. It can be removed easily and quickly for charging the "A" battery.





Radio "B" Batteries

Electrical Merchandising, March, 1923

The Novo Manufacturing Company, Inc., 434 West Thirty-third Street, New York City, has placed on the market a new "B" battery with composition knobs and a 7-in. copper wire connector. Known as the variable Navy type, this battery is made in two sizes, both of which are 22½ volts.

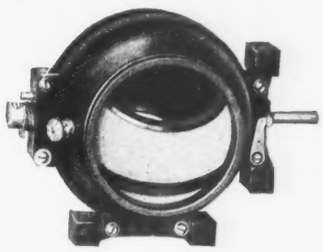
In addition to dry cells, and 4½-volt "C" batteries, this company also manufactures a 45-volt battery for amplifying units, and a 105-volt battery for power amplifiers.

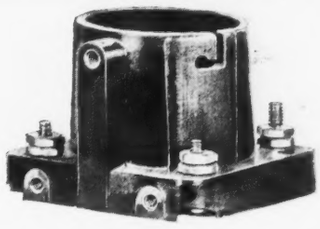
Variocoupler and Variometer

Electrical Merchandising, March, 1923

In designing its variocoupler and variometer, the Manhattan Electrical Supply Company, Inc., New York City, has introduced two important features to these products. (1) The electrical losses have been reduced to a minimum by the use of Bakelite and also by reducing the amount of metal used. (2) Insulation difficulties are overcome by the use of a Bakelite mounting block, thus permitting both devices to be mounted on a metal panel if desired.

The stator of both instruments is provided with a ¼-in collar permitting the attachment of a standard 3-in. Bakelite tube for constructing a "long wave" coupler. The variocoupler is provided with 12 taps giving control up to a wave length of 700 meters. The variometer has a wave length of 170 to 490 meters.





Molded Vacuum Tube Socket

Electrical Merchandising, March, 1923

Not only are the usual holes provided for bottom mounting, but three screw holes for side or panel mounting are incorporated in the vacuum tube socket made by the Rawson Moulding Company of Waltham, Mass. In addition to this feature the socket is reinforced at the notch for the vacuum tube's pin, as the illustration shows.

Angle and Straight Connectors

Electrical Merchandising, March, 1923

A new duplex Y-shaped connector, made in both the straight and 90-degrees-angle types, and designed to bring two lines of $\frac{5}{8}$-in. single-strip flexible conduit into a switch or outlet box, has been designed by the Sprague Electric Works, 527 West Thirty-fourth Street, New York City. It is used for running extension lines under plaster.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Springfield Retailers Escape Serious Damage in Gas Explosion

Electrical interests at Springfield, Mass., were fortunate in their escape from serious injury to their personnel and stocks in the disastrous explosion of a purifying tank of the Springfield Gas Light Company in the early afternoon of Feb. 1. The United Electric Light Company's plant and offices sustained broken windows, the former being within seventy-five feet of the gas company's plant. The Collins Electric Company's electric shop on State Street lost several windows, as did the Whitall Electric Company, on Stearns Square. P. C. Fitzpatrick's electric store was unscathed. So far as a representative of *Electrical Merchandising* who visited the city soon after the explosion could ascertain, no injuries of moment were suffered by the electrical personnel of the city. Trade was brisk in small stores and grills for a few hours after the disaster, and the Collins Company had considerable extra patronage from sightseers and others passing its store on the way to and from the scene of the explosion. Walter L. Mulligan, treasurer of the United Electric Light Company, was at lunch within a few rods of the purifier when the disaster occurred, but was uninjured. Three persons were killed and about 100 wounded by the explosion.

Warns Electrical Dealers Against Check Imposter

"A man posing as our representative," says E. H. Hesslink, sales manager of the United Electric Company of Canton, Ohio, "and signing checks as W. G. Graham or W. J. Graham, drawn on the George D. Harter Bank, Canton, Ohio, which have been returned marked 'no account' has defrauded a number of electrical dealers. The checks have been drawn for small amounts. No one by this name has ever been in our employ and dealers are cautioned against accepting checks signed by this man."

Edwin B. Pike, manager of the Classique Lamp Studios, 518 Market Street, Milwaukee, Wis., while in New York recently to place orders with mould makers and chasers for a new line of portables, announced that Weinstein & Deutsch of 114 West Forty-fourth Street, New York City, have been appointed sales representatives for the Classique line in New England and the Metropolitan districts. A representative exhibit of Classique lamps and shades will be on permanent display for the benefit of local and visiting dealers at the New York City address on West Forty-fourth Street.

G. B. McNair, who is well known in Rocky Mountain electrical circles, has been appointed district illuminating sales engineer for the Denver territory of the Westinghouse Electric & Manufacturing Company. Mr. McNair has had wide experience in the electrical field, much of his time having been devoted to lighting and kindred subjects. Graduating from Purdue University in 1908, he later went with the Wagner corporation of St. Louis as sales engineer. In 1918 he joined the ranks of the Western Electric Company of Denver as lighting specialist, where he remained till recently.

Here's the handshake that introduced an European student of *humans* to an American savant of *lumens*. On the common ground of scientific-efficiency promotion, M. Coué and M. Luckiesh (the latter applied-science director of the National Lamp Works) found mutual interest from the start. For it's a short step from "Every day in every way" to "Every night in every light!"

The Atlantic-Pacific Radio Supplies Co. of San Francisco, through W. M. Deming, president and general manager, announces that it is about to add an electrical department to its radio business. The new department will function as a distributor for standard electric lines of American manufacture working through recognized trade channels in the Pacific Coast and Rocky Mountain States. New radio lines will also be added, and the sale force will be greatly increased. Mr. Deming states that many such lines have already been offered the company. Finances for the expansion program have been provided by the sale of $250,000 capital stock, 85 per cent of which it is said was subscribed by present stockholders. Mr. Deming, formerly publisher of the *Journal of Electricity*, and later president of the Electric Supply Co. of Memphis, Tenn, which affiliation he still retains, is the directing genius of the Atlantic-Pacific Radio Supplies Company. In this latter rôle he is supported by T. D. MacMullen, secretary and assistant general manager, and also director and secretary of the Majestic Electric Development Company of San Francisco.

G. B. Gaiennie has been appointed general manager of sales of the Sunshine Sales Company by The Wise-McClung Manufacturing Company, with offices in the Prospect-Fourth Bldg., Cleveland, Ohio. G. B. Gaiennie was for a number of years western manager of Brokaw-Eden Company, with offices in St. Louis, and until lately was general sales manager of Gillespie-Eden Corporation in New York.

A. Hedeman, manufacturers' agent, who has recently moved to new quarters at 37-39 Pearl Street, Boston, announces that he has added to his line, a stock of bells, transformers, etc., products of the Signal Electric Manufacturing Company, Menomimee, Mich.

John S. Connell, sales representative for the Frank H. Stewart Electric Company, died suddenly at Elmira, N. Y., on January 31, while on a business trip for the company. "No one will sadly miss his loyalty to those high ideals that made him a respected and honored business man, more than his co-workers," says the Frank H. Stewart Electric Company, in a recent statement. Mr. Connell had been associated with this company since 1907 and for several years past had served on the board of directors.

Electrahot Appliances, Inc., is the new name under which the Rogers Electric Company is now conducting its business as manufacturer of the "Perfecurl" electric curling iron. The company's headquarters will be as formerly, at 301-307 Fifth Avenue South, Minneapolis, Minn. Harold H. Sutliff, formerly chief engineer of the General Electric Company's Rochester (N. Y.) plant, has joined the company's executive staff as chief engineer.

The Premier Service Company of Columbus, Ohio, has taken a long-time lease on quarters at 64 East Gay Street, where it will handle all kinds of electrical supplies and equipment. Previous to taking over the new location, the company was limited to the sale of vacuum cleaners. The store is one of a chain of about fifty operated by the company.

The Parr Electric Company, Inc., of 77 Warren Street, New York City, announces that because so many of its customers are located in New Jersey, and in order to give them quick deliveries, it has established a branch at 28 Treat Place, Newark, N. J., in the heart of town, where a first class electrical supply business, carrying a complete stock of leading electrical lines, is being conducted. At this Newark branch will be stationed George Parr, Hugh McGivrey, James Downing and John Hazen.

The Betts & Betts Corporation of New York City, announces that its Middle Western territory, consisting of western Pennsylvania, Ohio, Michigan, eastern Indiana, northern Kentucky and West Virginia, is being covered by William J. Gannan, formerly with the Post Electric Company of New York. Mr. Gannan succeeds H. O. Klug, recently appointed to this territory, but who was obliged to resign because of illness in his family.

M. B. Turtle and A. W. Hughes have established a new electrical jobbing business at 446 Canal Street, New York City, operating under the firm name of Turtle & Hughes. Both partners were formerly connected with the Burnet Company of 69 South Street, New York City.

The Galvin Electric Manufacturing Company, manufacturers of electric motors and apparatus, announces its removal to new and larger factory and offices at 3314-3320 South Broadway, St. Louis, Mo.

M. J. Streiff, vice president of the Simplex Metal Spinning & Stamping Company of 97 East Houston Street, New York City, has recently been elected secretary of the Simplex company also.

W. G. Watson, managing director of W. G. Watson & Company, Limited, electrical engineers and merchants of Sydney, Australia, will make a business trip to America, arriving at Vancouver on the "Niagara" on March 24. Mr. Watson requests that he be addressed while here, in care of the Hotpoint Division, Edison Electric Appliance Company at Los Angeles, or, later, at the G. J. Mitchell Corporation, 3240 West Lake Street, Chicago.

C. E. Brigham has recently been appointed research and designing engineer for C. Brandes, Inc., manufacturers of radio headsets, with headquarters at 237 Lafayette Street, New York City. Mr. Brigham was at one time chief instructor in radio at the National Radio Institute at Washington, D. C., and during the war served in the U. S. Navy Radio Service. For the past two years he was associated with the Radio Testing Laboratories as designing engineer on amplifiers, receivers, and radio and audio frequency oscillators.

The Lighting Appliance Company of 4 White Street and 292 Church Street, New York City, will hereafter be owned and conducted by Morris Levine, who has recently taken over the interests held by the former members of the company, A. Tykulsker and B. Levine.

R. C. Blume has been appointed Chicago district sales agent for the Wm. J. Murdock Company of Chelsea, Mass., manufacturers of radio apparatus, telephone and electrical specialties. Mr. Blume was formerly with the Hamilton-Beach Manufacturing Company, in charge of its Chicago office. His new headquarters are located at 140 South Dearborn Street.

The Electric Appliance Repair Company is a new electrical contractor-dealer business recently formed at 210 Broadway, Denver, Colo. L. Svikhart is manager of the company, which handles a full line of electrical appliances as well as contracting and repair work.

Charles J. Weinstein of Weinstein & Deutsch, 114 West Forty-fourth Street, New York City, has purchased the interest of Mr. Deutsch. The business will be continued as before, under the name of Weinstein & Deutsch at the same location, the store room being made into larger quarters. Mr. Weinstein is well known to the fixture trade having formerly been purchasing agent for the Mitchell Vance Company and later representing J. J. Wyle & Bros., Inc., in a sales capacity.

The New Jersey Home Equipment Company, Elizabeth, N. J., is representing the Berthold Electrical Manufacturing Company, manufacturers of the Berthold washing machine, in the State of New Jersey. The company is advertising vigorously throughout the State, linking up its own efforts with the advertising now being done by the Berthold organization.

E. L. Bennett, heretofore sales manager of the Berthold Electrical Manufacturing Company of Chicago, has been made vice president of that organization. Mr. Bennett was formerly sales manager for the Crystal Washing Machine Company, Detroit, and sales and advertising manager of the Air-Way Electric Appliance Corporation, Toledo, Ohio.

Next time you see an erstwhile dignified neighbor astride the ridgepole of his domicile, with a coil of bare copper over his shoulder and an insulator sticking out of each pocket, think of H. P. Davis, vice-president of the Westinghouse Electric & Manufacturing Company. He's the man who started it all. Mr. Davis was first to suggest the idea of radio broadcasting, and is the leading spirit back of his company's stations.

J. W. Busch, merchandising manager for the Westinghouse company at Chicago, and formerly in charge of the company's utility and syndicate business in that territory, has just been elected secretary of the board of the Western Golf Association, which includes all the principal golf clubs west of Buffalo. Mr. Busch has long been a prominent figure in Chicago golf circles, and recently served as secretary of his own club, the Flossmore Country Club.

The Crown Electrical Supply Company is the name of a new organization which has recently entered the electrical jobbing field in St. Louis, Mo., at 1007 Pine Street. Harry L. Crown, president, was for many years connected with the Peerless Lighting Company of St. Louis as manager. A. H. Forbes and W. H. Green, associated with Mr. Crown in the new company were also formerly with the Peerless Lighting Company.

L. R. Stebbins of Syracuse, N. Y., has been named by the Western Electric Company to succeed H. C. Goldrick as manager of the Western Electric's Syracuse office, Mr. Goldrick having been recently transferred to Los Angeles.

The Square D Company, Ltd., Toronto, has recently moved to larger quarters at 104 Richmond Street. C. H. Keeling is Toronto district sales manager.

A. W. Berresford, it is announced, has resigned as vice-president and director of the Cutler Hammer Manufacturing Company of Milwaukee, Wis., makers of electric controlling devices. "Mr. Berresford's request to be released," says the company's announcement, "was based entirely on personal consideration and arrangements have been made whereby his services will still be available on specific matters."

The Robeson-Rochester Corporation of Rochester, N. Y., is the new name of a consolidation of the Robeson Cutlery Company and the Rochester Stamping Company. The cutlery division, manufacturing the Robeson "ShurEdge" cutlery, will be continued as a separate division or department in the business, making "ShurEdge" cutlery. The metalware division, which comprises the activities of the former Rochester Stamping Company, will be continued as a separate organization for the manufacture of "Royal-Rochester" metalware. J. Elmer Booth will be in charge of the sales department of the cutlery division and George H. Donovan, formerly manager of the New York sales department of the Rochester Stamping Company, has been appointed general sales manager for the metalware division, with headquarters at Rochester. The officers of the company are: George W. Robeson, president; Louis S. Foulkes, Fred J. Cross, A. H. S. Swan, J. Elmer Booth and Robert H. Robeson, vice-presidents; I. S. Robeson, treasurer; Charles W. Silcox, secretary; and Frank H. Clark, assistant secretary.

New Merchandise to Sell

(Continued from third page preceding.)

Post Lantern

Electrical Merchandising, March, 1923

A lantern especially adapted for brick posts in connection with apartment and commercial buildings, has been placed on the market by the Novelty Lamp & Shade Company, 2480 East Twenty-second Street, Cleveland, Ohio. The lantern is made of galvanized iron or sheet copper, and is 14½ in. high and 10 in. wide. The bracket (5-in. high) can be supplied in wrought iron or copper.

Coin-Operated Electric Fan

Electrical Merchandising, March, 1923

An electric fan that will run one hour for each nickel deposited in the slot, continuously or intermittently, as desired by the user, has been placed on the market by the Electric Fan Sales Company, Memphis, Tenn. The fan, known as the "taxi-fan," is of the standard 12-in., four-blade type, and weighs 28 lb. It can be supplied for a.c., 110 volts, 60 cycles or d.c., 110 volts. The coin receptacle will hold approximately $8 in nickels.

Radio Detector

Electrical Merchandising, March, 1923

"Du Tec," manufactured by the Dubelier Condenser & Radio Corporation, 48 West Fourth Street, New York City, is a synthetic material for replacing crystals in radio circuits. For best results it should be used with a very fine catwhisker and light contact. The manufacturer explains that this detector does not change, nor its sensitivity alters over a long period of use. It comes mounted in a cup ready for use in place of the ordinary crystal detector.

Electric Branders

Electrical Merchandising, March, 1923

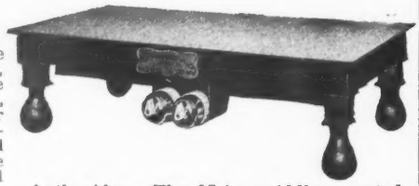
Hides and meats, as well as wood and rubber goods, can be branded electrically with the triple-die brander recently brought out by the Geo. J. Schneider Mfg. Company, 235 Mount Elliott Avenue, Detroit, Mich. Three branding dies are built on the heater body in place of the customary single brand, so that while the one in use cools off the others are storing up heat and become available, permitting continuous work

without the usual waiting for a single die to "recuperate." The dies are cast of a nickel alloy, and are interchangeable and easily renewed. The number 15 brander has a wooden handle; number 16, a flexible handle. Both types are made for 110 to 130 volts, a.c. or d.c.

Electric Griddles

Electrical Merchandising, March, 1923

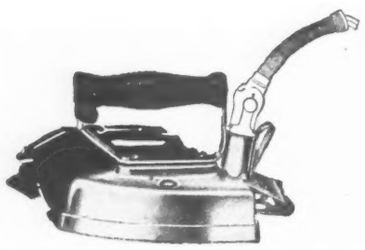
The hotel-type griddles made by the Duparquet, Huot & Moneuse Company, 108 West 22nd St., New York City, are made in three lengths—27 in., 39 in., and 51 in., each 18 in. wide. Longer griddles can be made to order, in sections of 13 in. each. Heavy polished cold-rolled steel is used in the top. The trim and legs are polished and nickel plated, making it suitable to install in show windows, etc. The electric heating elements are thoroughly insulated on



both sides. The 27-in. griddle is rated at 3,000 watts; the 39 in., 4,500 watts; the 51 in., 6,000 watts.

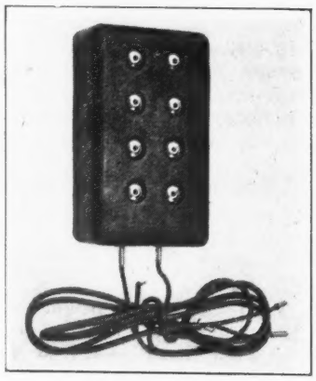
Automatic Iron

Electrical Merchandising, March, 1923



Even with the best of care electric irons are sometimes thoughtlessly left connected when not in actual use. With the "Hotpoint" automatic iron, made by the Edison Electric Appliance Company, 5600 West Taylor St., Chicago, Ill., the current is automatically cut off if the iron gets hotter than the highest safe ironing temperature. Operation is easily restored, however, by merely pushing in the switch button which is located on the side of the iron just under the handle bow.

The iron embodies other Hotpoint features, including the attached stand and strength-saving cantilever handle, which does away with the tense grip and body strain.



Multiple Phone Plug and Condenser

Electrical Merchandising, March, 1923

A condenser, sealed in the base of the plug made by the Davis Radio Company, Keyport, N. J., shunts each pair of phones inserted in the plug. The holes take the standard tips furnished with telephone cords. Provision is made for four pairs of phones.

Radio Receiver

Electrical Merchandising, March, 1923

A detector and two steps of audio frequency amplification are incorporated in the "Super-Twelve" receiver introduced by the Jewett Manufacturing Company, Newark, N. J. This is a one-unit set, and employs a double-circuit tuner. The adjustments are unusually simple and easy, requiring no special technical knowledge to insure success.

Cabinet-Type Radio Receiver

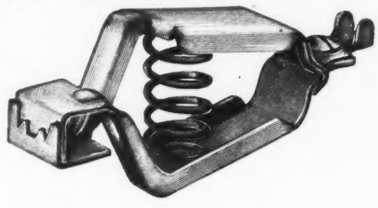
Electrical Merchandising, March, 1923

The Crosley Manufacturing Company, Cincinnati, O., has placed on the market a radio receiver built in a cabinet of Italian Renaissance design. A panel on the left of the instrument contains the tuning circuit, one stage of radio frequency amplification, detector, and two stages of audio frequency amplification. The right side of the cabinet is made to fit an R.3 Magnovox, but any type of loud speaker can be used by the purchaser. The lid on the top is divided into two sections, the one on the left giving access to the back of the panel. The one on the right gives access to the shelves built in back of the loud speaker. The cabinet is 38 in. high, 33 in. wide, and 21 in. deep.

Long Lived Battery Clip

Electrical Merchandising, March, 1923

A battery clip having among other distinctive features, extra long teeth, has recently been placed on the market by the Mueller Electric Company, 1593 East Thirty-First Street, Cleveland, Ohio. The long teeth mean much greater endurance against wear, and the usefulness of the clip is prolonged accordingly. The jaws have a spread of $\frac{5}{16}$ in. and are so designed that the clip may be used either on a round or a tapered battery terminal. A copper shunt protects the spring from the current.



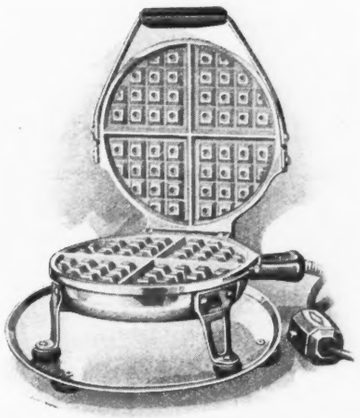
Waffle Iron

Electrical Merchandising, March, 1923

A new "Star-Rite" waffle iron has recently been developed by the Fitzgerald Manufacturing Company, of Torrington, Conn.

This waffle iron has a handle which not only raises the cover but can be used for carrying the appliance. The heating elements are both in the upper and in the lower grids, but only one attachment plug is necessary, as the heating element is supplied to the upper grid by a neatly arranged cord from the lower grid to the upper guarded by a spiral spring.

The grids are of aluminum, the outer casings of brass highly nickeled, and the waffle iron comes complete with a tray.



Portable Light with Extension Reel

Electrical Merchandising, March, 1923

The patented reel feature, with its ten feet of cord, the adjustable shade, and the bracket base of unusual design, are conveniences found in the new "Adapt-A-Lite" portable lamp brought out by the Appleton Electric Company, 1701 Wellington Avenue, Chicago, Ill. "A light—where it is needed" is a fitting description, as the lamp will stand upright, or may be attached to the frame of a bed, the edge of a table, or hung on the wall. The shade and clamping base may be quickly detached and the device used as an extension only.

Combination Tester for Spark Plugs and Automobile Lamps

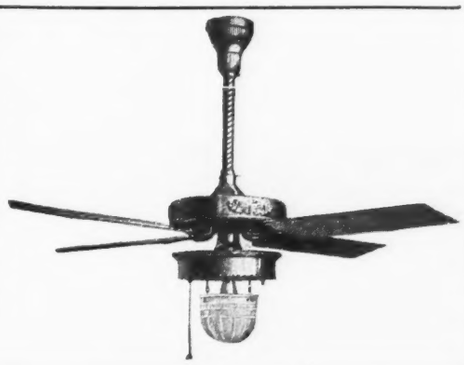
Electrical Merchandising, March, 1923

In addition to testing spark plugs, the "Jefferson" testing unit manufactured by the Jefferson Electric Manufacturing Company, 426 South Green Street, Chicago, Ill., will test single-contact and double-contact bulbs of any candle power or voltage. The tester is assembled in a highly polished quarter-sawed oak case with all metal parts nickeled, and equipped with an extension cord for convenient attachment to a 6-volt battery.

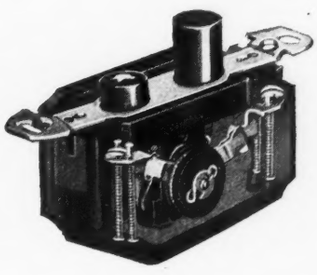
Ceiling Fan With Lighting Attachment

Electrical Merchandising, March, 1923

An alternating current ceiling fan with a "Brascolite" lighting attachment is being manufactured by the Hunter Fan & Motor Company, 46 West 48th St., New York City. The fan has a slow-speed induction motor for 110 volts and 120 volts, and from 25 cycles to 60 cycles. All metal parts are finished in oxidized copper, and the blades are finished in mahogany. Adjustable blades can be furnished at a slight additional charge, if desired.



Push-Button Switches



Electrical Merchandising, March, 1923

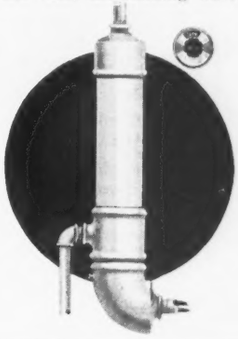
A new refinement in push button switches has been devised by the Hart & Hegeman Manufacturing Company, Hartford, Conn.—a little "star" set in the face of the "current on" button. "Gold Star" switches are marked with a 14-carat gold star. "Silver Star" switches have a luminous radium star which makes the button visible at night.

These inserts are made after the buttons have been molded, and add a new touch of distinction to the switches.

Electric Water Heater

Electrical Merchandising, March, 1923

Two electrodes are housed in the outer casing of the "Grinnell" instantaneous electric water heater, manufactured by the Consumers Electrical Company, Carroll, Iowa. The cold water enters the heater at the bottom, is heated while flowing past the electrodes, and comes out at the faucet, which is connected with the top of the heater, at any desired temperature. The degree of heat is determined by the flow of water. Every heat unit exerted by the heater is concentrated on the water itself—there being no large metal surfaces to absorb the heat. The manufacturer explains that with this device "one kilowatt hour of electricity will raise the temperature of ten gallons of water forty-one degrees." The heater is designed to operate on single-phase, 220-volt, alternating current.



Radio Receiver

Electrical Merchandising, March, 1923

The Campbell Electric Company, Lynn, Mass., is making a radio receiver and an amplifying unit, each mounted in a mahogany cabinet of equal size. The detector unit, having a wave length range of 150 to 875 meters, is equipped with an air condenser, vernier condenser, variocoupler and two filament rheostats. Both units are metal shielded, which prevents objectionable capacity effects while tuning in.

Loud Speaker

Electrical Merchandising, March, 1923

Called the "Amplitone," the loud speaker manufactured by the Multiple Electric Products Company, Inc., 450 Fourth Avenue, New York City, is furnished complete with horn, cord and plug. No battery is required for its operation. Type A is the standard size; type B, with increased volume is adapted for large rooms.

Continued on third page following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Household Appliance Sales to Add 100,000 Hp. of Load in California in 1923

Declaring that it would ever be his purpose to have a constructive part, through good service, square dealing and courteous treatment, in harnessing—for productive industry and more extended uses of electricity in the homes of the War West—the seventy per cent of the nation's water powers that lie undeveloped west of the Rockies, John B. Miller, president of the Southern California Edison Company, brought his audience to their feet at the dinner given in his honor at the Hotel Alexandria in Los Angeles, February 1, to celebrate his completion of twenty-five years of service to his company.

The occasion was one long to be remembered. Three hundred men prominent in the industry were present, and S. M. Kennedy, who acted as master of ceremonies, read a score of telegrams from leading electrical men of the nation, including Thomas A. Edison, C. A. Coffin, Samuel Insull, James H. McGraw, W. E. Creed, John A. Britton, Frank W. Smith, Joseph B. McCall, Charles L. Edgar and Frank Griffith. Robert Sibley, Pacific Coast consultant on *Electrical Merchandising*, and E. J. Mehren, vice president of the McGraw-Hill Company were guests of the occasion. Russell Ballard presented Mr. Miller with a painting, the gift of the eight thousand employees of the company. The gathering was one of great significance to the industry at large, not only as an affair of great importance in the development of company morale, but in view of the recent announcement of a twenty-six million dollar construction budget and the pushing of household appliance sales to add an additional one hundred thousand horsepower in connected load for 1923.

The Birtman Electric Company, 640 West Lake Street, Chicago, recently called a conference of its ten newly appointed divisional sales managers to work over and adopt plants for the distribution of its house-cleaner, a product of eighteen years' development. These ten divisional offices will serve as headquarters for 110 branch offices, from which will radiate 3,000 salesmen. Of these 110 district managers, thirty have already been appointed. The ten divisional sales managers are as follows: Boston, F. J. Caldwell; New York, J. K. Tyner; Washington, C. H. Magee; Detroit, B. K. Sheldon; Chicago, W. R. Noxon; Minneapolis, V. V. Corbin; Seattle, Ralph Wilder; San Francisco, H. J. Gute; Dallas, F. C. Roegge; Kansas City, E. V. Swanstrom. A. W. Fischer, director of sales, while speaking to a representative of the *Electrical World*, declared that these plans had been evolving for the past year and that this conference was called to crystallize them into action.

W. W. Lang & Son of Cambridge Springs, Pa., have been appointed representatives for the Consolidated Lamp & Glass Company, Coraopolis, Pa., in western Pennsylvania, West Virginia and North and South Carolina.

New Retail Electrical Stores

ALABAMA

Gadsen (Etowah County)—Auto Electric Company, Inc. G. W. Eichelberger and others.

ARKANSAS

Paragould (Green County)—The Drake Electric Company, moved to West Main Street.

Sulphur Springs—I. H. Strickland. Radio supplies.

CALIFORNIA

Arcata—George Pride.

Downey (Los Angeles County)—Messrs. Hall and W. T. Shirley, successors to Roy Tompkins.

Fresno—McDowell and Harding, 1321 N Street.

Long Beach—H. E. Mills, 326 Pine Avenue, successor to Lewis Electric Company.

Los Angeles—F. R. Cronenberger, 1343 South Hill Street.

Industrial Electric Company, F. Shrader and E. McLaughlin, moved to 1215 Santa Fe Avenue.

Pasadena—Pacific Enterprise Company, 330 Summit Avenue.

Porterville (Tulare County)—A. R. Parsons and T. A. Alexander.

Redlands — Russell Electric Company, moved to Orange Street.

San Francisco—Hoover Suction Sweeper Company, new branch at 696 Geary Street. Also in business at 523 Market Street.

Frank J. Klimm, moved to 465 O'Farrell Street.

Santa Rosa—The Schleuter Stores, 406 Mendocino Avenue. H. J. Holt, manager.

CANADA

Bolton (Ont.)—Bolton Electrical Supply Store. W. H. Maw.

Calgary (Alberta) — Wilkinson Electric Company, Ltd. formerly Cunningham Electric Company, Ltd.

Montreal—P. A. Valice.

Even if Larry Strauss, president of the Viking Sign Company, New York is a bachelor, he knows all the holds. Besides the ability to wobble a mean putter, his other claim to fame consists in being chairman—all-Manhattan chairman—of local contractor-dealer associations. The neatly nautical half of the duet is J. H. McKennan, sales manager of the Kimball Electric Company, New York.

Moose Jaw (Sask.)—J. Ecclestone.

Ottawa—W. S. Chugg, 761 Bank Street.

Preston (Ont.)—Leone Schwartzberg, successor to Ellis & Howard, Ltd.

Toronto—J. S. Torry, 407 Roncesvalles Avenue.

COLORADO

Colorado Springs—The Colorado Springs Radio Company, Inc. S. L. Maynard and others.

Julesburg (Sedgwick County)—H. H Hedges, Citizens National Bank Building.

CONNECTICUT

Meriden—C. W. Zimmer & Company, 32 West Main Street.

Milford—Beers & Conger, 21 River Street.

Waterbury—Clapp, Rose & Vaugn, Inc., West Main Street.

DISTRICT OF COLUMBIA

Washington—T. G. Borden, 3506 Twelfth Street, N. E.

Denton & Craig Company, 3908 Tenth Street, N. W.

A. L. Dyer, 3160 Mt. Pleasant Street, N. W.

Haverford Cycle Sales Company, 522 Tenth Street, N. W. Adding radio and electrical department to cycle business.

Parkview Electrical Company, 3006 Georgia Avenue, N. W.

Pelham & Stewart, 1216 U Street, N. W.

FLORIDA

Melbourne (Brevard County)—Melbourne Electrical Store, Post Office Building. Shipley and Beaujian, proprietors.

GEORGIA

Brunswick—Brunswick Electric Company, Grand Theatre Building. Purchased stock and fixtures of Star Electric Company.

Griffin—J. E. Varner Electric Company, 110 North Hill Street.

Lagrange—H. W. Caudle.

Waycross (Ware County) — Waycross Electrical Supply Company, Pendleton Street. Wells and Hogsed, proprietors.

IDAHO

Nampa (Canyon County)—John Kohlhepp and P. Hopper, successors to Bigger Electric Company.

ILLINOIS

Belleville—Keller Radio Company, 9 South High Street. Clarence J. Keller, proprietor.

Chicago — American Home Outfitters, 3916-18-20 Lincoln Avenue. Adolph L. Halperin and others.

Apex Stores Incorporated, 230 North Jefferson Street. Old concern, recently incorporated.

Atlas Radio Store, 345 South Clark Street.

Coghill Brothers, 6031 South Halsted Street, successors to Alfons Bartkus.

Congress Radio Company, Congress and State Streets.

Frank B. Cook Company, 5485 Woodlawn Avenue.

Delight Utilities Company, new branch at 4044 Milwaukee Avenue. Also in business at 5101 South Ashland Avenue.

Electric Sales Corporation, 112 West Adams Street. P. Lee and others.

Hohman & Hill, Inc., 1900 Southport Avenue. Frank J. Hill and others.

Illinois Apex Company, 3310 Lawrence Avenue.

Kaplan Electrical Supply Company, 3147 Roosevelt Road.

Triangle Radio Store, Robey, Lincoln and Irving Park Boulevard.

Farmington—William Anderson.

Girard (Macoupin County)—V. B. Thompson, adding radio department to electrical and plumbing business.

Lanark (Carroll County)—Brice Pitzbaugh, successor to R. S. Kniss.

Mattoon (Coles County)—W. R. Smith, 105 South Seventeenth Street. Successor to Vern Corley.

Newton (Jasper County)—J. O. Hauk. Adding radio department to garage business.

Rock Island—Home Electric Appliance Company, 322 Twentieth Street. Max

"Sandy"—H. E. Sanderson, Pacific Coast manager of the Bryant Electric Company, is counting the nicks in the barrel of his gun. "Every shot a dead one," is his motto—and it is not stated whether the remark refers to deer or competitors. The horns are included in the picture as evidence that, in spite of statistics of western origin, that region still has spots not entirely congested with electricity consuming inhabitants—and there still remain a few wildernesses yet to be wired.

Ingersen and W. C. Albrecht, proprietors, successors to Peterson Brothers.

INDIANA

Clinton (Vermillion County) — Clinton Electric Company, Mulberry Street.

East Chicago — Roth-Scranton Electric Company, Calumet Building.

Fort Wayne—Oxo-Gas Appliance Company, L. L. Shuler.

C. L. Thompson, Washington Market.

Greencastle (Putnam County) — Wilbur Paris.

Greensburg (Decatur County) — C. P. Brown, successor to J. D. Hart.

Kendallville (Noble County) — Claude Boszor.

Kokomo—Miller Electric Store, successor to Glen Miller.

Lafayette—Bowers Brothers, moved to new location.

Laporte—Radio Club, Inc. Charles M. Cook and others.

Ligonier (Noble County)—Arthur Ferguson.

Michigan City—H. H. Herbert, successor to Feudt & Herbert.

Nappanee (Elkhart County) — Wallace Lape.

Princeton (Gibson County) — Yelch & Finney.

Redkey (Jay County)—M. D. Worley.

South Bend—Chapin Electric Shop, Chapin and Division Streets. M. Reich and E. L. Burch, proprietors. New branch.

Valparaiso—Will M. Bennett, successor to Electrical Sales Company.

IOWA

Ainsworth (Washington County)—Eden Brothers. Adding radio supplies to garage business.

Oelwein (Fayette County)—C. E. Robbins and J. Morrisey, successors to Hub Electric Company.

Clarion—The Electric Shop. M. C. Fairbanks and L. B. Sheldon.

Colfax (Jasper County)—Harry Stayner.

Davenport—Tri-City Electric Company, 316 Brady Street, Tom J. Rice, proprietor. Successor to R. L. Stikes.

Des Moines—Haweye Radio & Supply Company, 505 Eighth Street. A. J. Tingley and M. C. Haigh, proprietors.

Idagrove (Ida County)—Smith & Jensen.

Lorimer (Union County)—Iowa Southern Utility Company, successor to Lorimer Light & Power Co.

Sioux City — McFadden Company, 602 Pierce Street.

Sioux City Gas & Electric Company moved to new location.

KANSAS

Topeka—Cut Rate Radio Company, Fifth and Quincy Streets.

Wichita—United Electric Company, moved to First and Rock Island Streets.

KENTUCKY

Henderson—City Electric Company, 104½ North Main Street.

Jackson (Breathitt County)—T. D. Holdcraft Electric Company. Also in business at Hazard, S. C.

LOUISIANA

Alexandria (Rapides County)—I. J. Jeffer moved to Hotel Bently Building.

MAINE

Auburn (Androscoggin County)—The Auburn Electrical Company, occupying newly-purchased building at Court and Main Streets.

Augusta—Central Maine Power Company, new store at 225 Water Street.

Rockland—House-Sherman, Inc. Frank S. Sherman, president, and others. Successors to Rockland Storage Battery Exchange.

MARYLAND

Cumberland—Cumberland Electric Company, 215 Virginia Avenue. Wilbur D. Thomas, Elmer A. Reid and W. M. Dailey.

Hagerstown — Hubert Hanneberger, 17 South Cannon Avenue.

Stanley & Wiederhold, 232 Howard Street.

MASSACHUSETTS

Boston—Farley & MacNeill, new quarters on Washington Street near Avery.

Mu-Ro-Co, moved to 14 Brattle Street.

Peerless Electric Company, 37 Exchange Street.

Tremont Electrical Supply Company, 254 Tremont Street.

Washington Radio Supply Company, 802-806 Washington Street.

Dorchester — Marlow Electric Company, 712 Morton Street. Henry Barlow and N. V. Newman.

New Bedford—Robbins Electric Company, 356 Acushnet Avenue. Carroll G. Robbins and Joseph E. Halows.

Roslindale (Boston P.O.) Danner-Butler Electric Co., 777 South Street.

Worcester—Riverside Electric Company, 10 Riverside Street.

MICHIGAN

Cadillac—Leslie-Johnson Electric Co.

Detroit—Dajer Smith Electric Company, 153 Elizabeth Street.

Marie Duston Radio Company, 407 East Fort Street.

Mid-West Electric Supply Company, 1306 Broadway.

Peoples Electric Company, 15 Highland Avenue.

Grand Rapids—D. G. Young, 500 Hall Street.

Lansing—Delco Lighting Company, 626 East Michigan Avenue. E. E. Paully, manager.

MINNESOTA

Atwater (Kandiyohi County)—Arneson Brothers, successors to Arneson & Stark.

Duluth—Duluth Battery & Electric Company, 410 East Superior Street. Old concern, recently incorporated.

Minneapolis—Hicks Auto Supply Company, 401 South Fifth Street.

Home Electric Shop, Marquette & Tenth Street.

Montevedio (Chippewa County)—R. W. Fraash.

Willmar (Kandiyohi County)—Paul L. Hedin.

Oman Machine Works.

MISSISSIPPI

Eupora (Webster County)—D. A. Horton Electric Light Company.

MISSOURI

Clinton (Henry County)—Guy Schweer Electric Company, East Franklin Street. Adding radio supplies to electrical business.

Harrisonville (Cass County)—Quade Auto Supply Company. Adding radio supplies to auto supply business.

Kansas City—Household Utilities Company, c/o B. Morrand, attorney, Commerce Building.

Main Radio Company, 3032 Main Street.

Odessa (Lafayette County)—Ligon-Renick Radio Sales Company.

Pittsville (Johnson County) — Alonzo Dotson.

St. Louis—The Bosch Electrical & Battery Service Company, 3134-38 Locust Street.

Crown Electrical Supply Company, Percy Werner, 620-28 Rialto Building, attorney.

F. Henry Dahl Electric Company, 5947 Highland Street.

E. O. Dorset Electric Company, 1405 Olive Street. Old concern recently incorporated.

Heike Electric Company, 2705 Cherokee Street. E. F. Grabruck and others.

Paramount Radio Corporation. R. H. Cone, 5135 Washington Street and others.

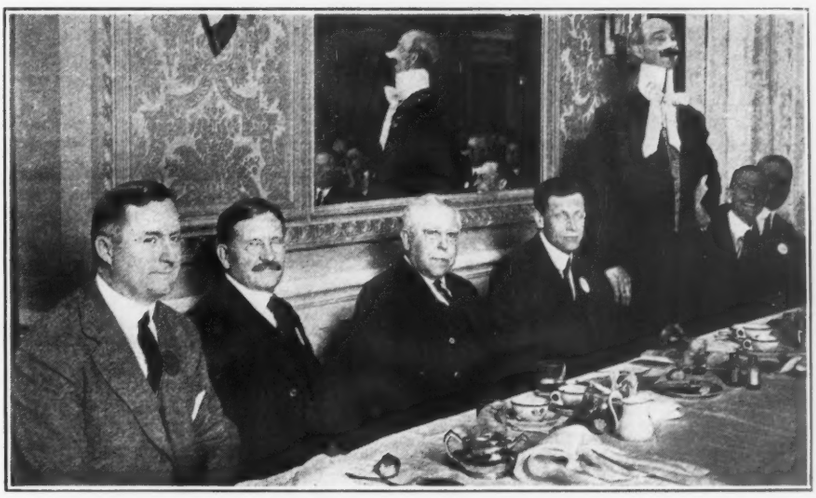
Springfield—Staniforth-Copper Electrical Supply Company.

MONTANA

Anaconda (Deerlodge County)—Western Electric Supply Company, moved to 205 Main Street. Headquarters in Butte (Mont.)

(*Continued on Page* 3230)

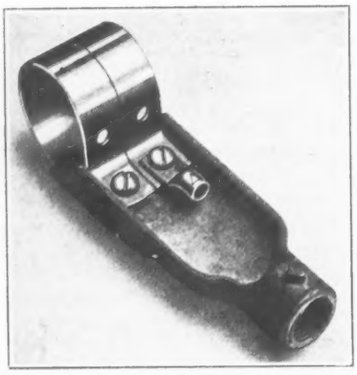
"Andy Gump" Addresses Los Angeles Electrical Men



Bureau of Power and Light Day at the Electric Club of Los Angeles was celebrated by a luncheon in honor of that nationally known figure and defeated candidate for Congress, "Andy Gump." Reading from left to right in the picture are: T. J. Pace, manager of the Supply Division of the Westinghouse Electric and Mfg. Company, East Pittsburgh, E. F. Scattergood, chief electrical engineer, Bureau of Power and Light, Los Angeles, R. F. Del Valle, president of the Board of Public Service Commissioners and Chairman of the Day, H. W. Allen, sales manager of the Graham-Reynolds Electric Company, who presided over the meeting, Andy Gump—100 per cent for the people—(he wears no man's collar), Carl A. Heinze, assistant electrical engineer of the Bureau of Power and Light and Percy H. Booth, district manager of the Edison Electric Appliance Company for the Pacific Coast.

New Merchandise to Sell

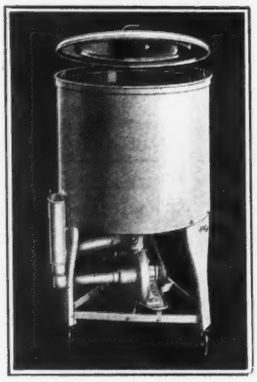
(Continued from third page preceding)



Grounding Terminal

Electrical Merchandising, March, 1923

"Groundit" is the name of the grounding terminal manufactured by the Cowles Electric Company, New Britain, Conn. Made from malleable iron, the terminal assures absolute protection for the ground conductor principally where needed, at the point where connection is made to the water pipe. "Groundits" are made in three types and in sizes for all grounding purposes.



Electric Household Dishwasher

Electrical Merchandising, March, 1923

Two important dishwasher problems that were given special attention in designing the new "Hydrola" dishwashing machine, were: straining the foodstuffs from the water so that clear water is constantly being thrown back on the dishes; and the problem of draining the water into the sink. The first is taken care of by an exterior screen chamber, the water passing through a screen to a motor-driven pump, which forces the water back across the dishes under twenty pounds pressure. The second problem is taken care of by a discharge pipe outlet which extends over the edge of the sink and through which the water is ejected by the simple pulling out of a knob in one of the legs of the machine.

The spraying action of the hot water on the dishes is done by means of a revolving spray head with two sets of arms, the arms having holes out of which the water is projected.

The machine is finished in baked-on white enamel, and manufactured by the Hydrola Dishwasher Company, Hillsdale, Mich.

Electric Coin Tray Which Flashes Advertisement

Electrical Merchandising, March, 1923

When a customer picks up change from the electric coin tray, recently placed on the market by the Good-Will Manufacturing Company, 117 North Wells Street, Chicago, Illinois, an advertising message is automatically flashed through the glass top. The effect never fails, declares the maker, as the customer will smile, put his hand on the tray again and again and read the displayed "ad." The device is substantially built of polished aluminum, and the square glass plate at top is flush so that coins slide easily into cup below.

A cord and plug for 110 volts are furnished, and also a "Thank You" sign. Slides are removable by turn of a screw.

Adjustable Lighting Fixture

Electrical Merchandising, March, 1923

A self-adjusting arm that will localize light wherever desired is manufactured by the American Electric Equipment Company, 540-550 West Fifty-eighth Street, New York. The new device is for use in factories and every branch of the garment industry, knitting, cotton and woolen mills, in the furniture and woodworking trades, in pattern and machine shops, garages and offices, in window displays, press and editorial rooms, schools, libraries, drafting rooms, hospitals, anl surgeons', oculists' and specialists' laboratories as well as for a variety of uses in the home and elsewhere. The manufacturers state that this self-adjusting arm prevents injurious eye strain, increases working efficiency from 25 per cent to 50 per cent. and saves from 25 per cent to 80 per cent in the consumption of electricity.

Floor Surfacer

Electrical Merchandising, March, 1923

The "American Universal" is the name of a floor surfacer manufactured by the American Floor Surfacing Machine Company, Toledo, Ohio. It is designed for surfacing new floors, resurfacing old floors, and removing varnish, paint, shellac, wax, etc. It is recommended also for leveling all warped and rough edges of the flooring and it gives the floor, whether new or old, a bright glossy appearance. The manufacturers state that one of these machines can surface more floor in a day than can half a doxen men finishing by hand methods, and that it leaves no waves or chatter marks. Among its features are an edge-sanding drum for surfacing the narrow strips next the wall, and a vacuum dust collector. The pressure of the sanding drum is controlled by a lever at the top of the handle and no tilting or rocking of the machine on its truck wheels is required.

Vacuum Tube Socket

Electrical Merchandising, March, 1923

The Coto-Coil Company, 87 Willard Avenue, Providence, R. I., has introduced a vacuum tube socket which has a two-way bayonet joint. This construction is said to give a double grip on the contact pins. Hard rubber is used in insulating all terminals. Mounting screws are concealed.

Automatic Current Adjuster

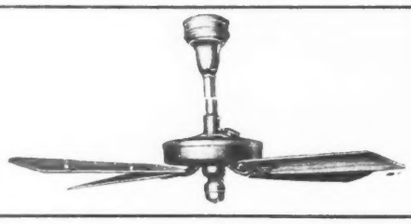
Electrical Merchandising, March, 1923

The "Amperite" adjuster, recently placed on the market by the Radiall Company, 99 Warren St., New York City, can be used to eliminate rheostats in all amplifying circuits. It automatically keeps the filament at proper temperature, thereby prolonging the life of tubes and preventing tubes "burning out." Easily attached, this adjuster operates vacuum tubes at their greatest efficiency without adjustments of any kind.

Ceiling Fan

Electrical Merchandising, March, 1923

The new alternating-current ceiling fan made by the Diehl Manufacturing Company, Elizabeth, N. J., has a 52-in. sweep, is furnished in a plain black finish, and is provided with a three-speed regulator giving positive regulation. The switch cover is drilled ready to receive "Electrolier" fittings.

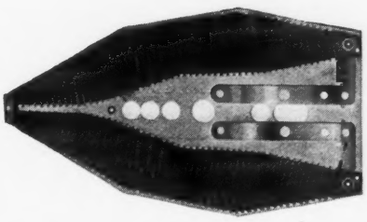


Curling Iron

Electrical Merchandising, March, 1923

Before being placed in the dealer's hands the curling iron made by the Superior Electric Products Company, Taylor & Easton Avenues, St. Louis, Mo., is subjected to three separate tests. Each iron carries the company's guarantee. The size is 11 in. by $\frac{5}{16}$ in.

What's new on the market? These pages will tell you.



Special Heating Element

Electrical Merchandising, March, 1923

The Ogden Manufacturing Company, 38 South Dearborn Street, Chicago, Ill., is prepared to furnish a heating element which will fit practically all makes of irons weighting 6 and 6½ lbs. The manufacturers state that this element is made of nichrome wire and clear amber mica and is packed in individual containers for protection and ease in handling. This element facilitates the making of repairs and reduces the capital necessary to carry a stock. It is fully guaranteed.

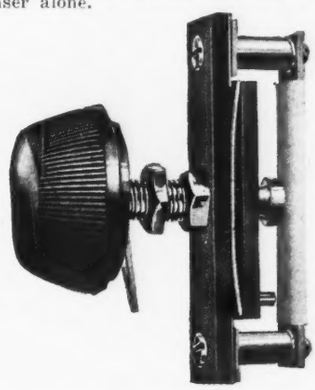
Adjustable Grid Leak

Electrical Merchandising, March, 1923

The adjustable grid unit that has just been placed on the market by the Central Radio Laboratories, Milwaukee, Wis., consists of an adjustable grid leak and a grid condenser, the latter being mounted between the outer ends of the grid leak binding posts. The high resistance of the leak can be gradually and smoothly changed to any desired value between ½ and 4 megohms merely by turning the operating knob.

Mounted on the Bakelite base is a fabric strip, the ends of which are connected to the binding posts shown in the accompanying illustration. The fabric strip is impregnated with a high resistance compound of tested permanence. The current from the grid leaks along this strip, the amount being regulated by adjusting the area of contact of the strip with a curved phosphor-bronze spring that is held in place by a compression block. The compression block is operated by the screw attached to the operating knob. As the knob is turned to compress the spring, a larger area of the spring comes into contact with the fabric strip and the resistance between the binding posts is decreased. More current leaks across and the potential of the grid is decreased. Turning the knob in the other direction decreases the area of contact between the spring and the strip, cuts down the current leakage and permits a higher potential between the grid and the plate.

The convenience of mounting a standard grid condenser on this adjustable grid leak is evident. The entire unit, which is mounted through a single hole in the panel, takes up a space 2-in. long and ¾ of an in. wide—no more than is required for mounting the grid condenser alone.



Electric Sign of Changing Colors

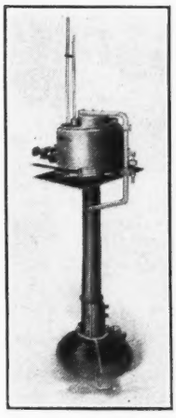
Electrical Merchandising, March, 1923

Revolving at the rate of fifteen revolutions a minute, the color holder, or "lantern" on the "color-volve" sign, made by the Color-Volve Sign Company, 89 When Bldg., Indianapolis, Ind., throws an ever-changing beam of colored light on the letters of the glass front. The colors are usually four in number, but more may be had on order. The cost for operating is low, usually not over ten cents a day. The case is of metal and is fire-proof and waterproof. It is finished in mahogany or cherry color. The size is 21 in., by 13½ in. by 7½ in.

Industrial Lighting Unit

Electrical Merchandising, March, 1923

The Ivanhoe-Regent Works (Cleveland, O.) of the General Electric Company has produced an industrial lighting unit to meet the most exacting requirements of this type of illuminating. "Glasstcel," the trade name of this unit, consists of a white porcelain enameled steel reflector and a glass enclosing diffusing bowl. When assembled the unit has a pleasing appearance and is of rugged enough construction to minimize danger of breakage. Provision has been made for lighting surfaces above the unit by permitting light to be reflected upward through apertures pierced in the shoulder of the steel reflector. The unit is supplied in 18 in. and 20 in. reflector sizes.

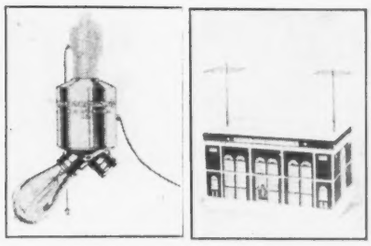


Commutator Soldering Machine

Electrical Merchandising, March, 1923

The P. E. Chapman Electrical Works, Tenth and Walnut Streets, St. Louis, Mo., has recently brought out what it calls the "Allatonce" commutator soldering machine. It solders at one time all the joints of a commutator, a rotor or the long joints of container and any other device which requires considerable soldering, and faster than one joint can be soldered by hand. It eliminates the slow, tedious soldering iron, and instead uses a large volume of melted solder.

It has an arrangement on which the commutator is placed which at once holds it and protects the shaft and ring insulation. The solder is automatically cleaned as it is raised to the height of the joints by depressing the treadle, when all joints are soldered almost instantly, and faster than by hand, without dripping solder.



Radio Control Station

Electrical Merchandising, March, 1923

A radio control station is the latest product of the John Hugo Manufacturing Company, New Haven, Conn. No battery is needed. The station is connected by wire to a mechanical device which fits into an ordinary lamp socket. The station itself is simply a shell that acts as the sound chamber which operates the switch. To show how it works for example connect it up with a toy electric train. Then clap the hands, whistle, or call "All Aboard" and the train starts off. By the same process the train can be stopped at any station or elsewhere as desired. The train can be handled in this way from a distance as great as fifty feet. This appliance will operate any toy that is driven by electricity.

Loud Speaker

Electrical Merchandising, March, 1923

Known as the "Audiophone, Jr.," the loud speaker manufactured by the Bristol Company, Waterbury, Conn., requires no separate storage battery for magnetizing current. There is but one moving element consisting of an armature directly connected to the diaphragm by a multiplying lever. The armature rocks on one pole piece of a strong permanent magnet, while the other end of the armature is in the field of the other pole piece of the magnet, but having a small air gap. The loud speaker is of an artistic design and is finished in bronze. The bell of the horn is 11 in. in diameter.

Meter Box That Can Be Read Outside the House

Electrical Merchandising, March, 1923

A meter box installed in the wall so that it can be read outside the house not only saves the housewife the annoyance of having to admit the meter reader on his monthly visits, but also eliminates wasted trips for the meter man, when he finds the housewife not at home.

A complete meter box constructed so that it may be read outside the building is being offered by the Donley Brothers Company, 7400 Aetna Road, Cleveland Ohio. A safety lever switches the current on or off from inside without opening the box.

Electric Water Heater

Electrical Merchandising, March, 1923

The Acme Electric Heating Company, Inc., 1217 Washington Street, Boston, Mass., is placing on the market an electric hot water heater. This heater can be attached to any water boiler and used as desired. There is no waste of current. The heating element has an insulation composed of several mineral products fused under high temperature. The manufacturers state that this insulation is so constructed and applied as to absolutely prevent air and water contacts and also that it has exceptional durability.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.

New Retail Electrical Stores

(*Continued from Page* 3227)

NEBRASKA

Auburn (Nemaha County)—Smith-Davidson Motor Company. Adding radio department to auto business.

NEW HAMPSHIRE

Manchester—C. W. LaFlamme, moved to 114 Chestnut Street.

NEW JERSEY

Jersey City—Home Electrical Appliance Company, 279 Jackson Avenue. A. A. Manza.

Jersey City Heights—The Morrison Electric Company, 1211 Summit Avenue. Formerly in business at 105 Summit Avenue, West Hoboken, N. J.

New Brunswick—N. B. Electrical & Supply Company, Penn Plaza. Bought out James Mangin.

NEW YORK

Albany—H. C. Alberle, 114 Quail Street.

Cummogan Electric Company, Inc., 149 Northern Boulevard. J. F. Moran, president, F. Cummings, secretary, and R. Hartigan, treasurer.

A. MacIntyre Electric Company. A. MacIntyre, 19 Daniel Street and others.

Sager-Spuck Supply Company, Inc., 26-28 Beaver Street.

The Sterling Electric Service & Supply Company, Inc., 422 Broadway.

Brooklyn—New Bath Company. A. A. Levin, attorney, 215 Montague Street, Brooklyn.

Buffalo—Henry Ferguson, Inc., moved to 1439 Main Street.

Krebs Electrical Shop, 696 Genesee Street.

Geneva—R-F Supply Company, Inc., will open about May 1 at 517-21 Exchange Street. Fuller & Rice, proprietors. Present address c/o F. J. McPadden, Exchange Street.

Jamaica (Long Island)—D. C. Cheatham, 147 Jamaica Avenue.

Jamestown—Jamestown Heating & Appliance Company, will open about March 15 in Hamphery Building, Taylor & South Main Streets.

Lackawanna—Nowak Electric Company, Inc., moved to O'Connor Building, Ridge and South Park Avenue.

Little Falls—J. & M. Electric Company, moved to new location.

Lockport (Niagara County)—Jones Electric Company, 2 Main Street.

Newburgh—Newburgh Radio Shop, W. C. Olsen, attorney, 30 East 42d Street, New York City.

New York City—Apex Electrical Supply Company. B. R. Leinhardt, attorney, 44 Court Street, Brooklyn.

Bridge Electric Company. E. J. Walsh, attorney, 265 East Fordham Road, Bronx.

Case's. J. M. Detzen, attorney, 61 Broadway.

Lehigh Electric Company, 226 West Twenty-ninth Street.

Merit Lighting Fixture Corporation. Seinfeld & Leiman, attorneys, 299 Broadway.

Nelson Electric Corporation, J. H. Nelson, 147 West 82d Street and others.

Premo Electric Corporation. B. Lewinson, attorney, 119 Nassau Street.

Rose & Tomson. J. P. Broomell, attorney, 17 East 42d Street.

Richmond Hill (Long Island)—D. & G. Lighting Fixture, Liberty Street, near 116th.

Rochester— K. O. D. Sales Company. J. Egelson, attorney, E. & B. Building.

Utica—H. M. Johnson Electric Corporation, 80 Genesee Street.

Jones, McNally & Murphy, 327 Columbia Street.

Yonkers—The Westchester Electric Equipment Company, moved to 7 South Broadway.

NORTH CAROLINA

Asheville — Piedmont Electric Company. Planning to erect new building on Patton Avenue in the fall. William Farr, general manager.

Greensboro—Electric Shop, Inc. W. R. Shoffner, J. W. Hill and W. H. Horton.

Henderson—White-Cotton Electric Company. Herbert P. White and others.

Rocky Mount (Edgecombe County)—The Electric Shop, Inc. W. H. Horne and others.

OHIO

Cleveland — Lighting Service Company. Frederick W. Striebinger, Walter W. Schwerer, Charles H. Balich, Clement L. Hull and E. A. Hull.

Malco Electric Company, moved to 746 Huron Road. M. C. Lappin, proprietor.

Ray Electric Company. J. Mintz, I. Swirsky, M. Gallen and B. Weltman.

Columbus—Brown Electric Company, 197 East Long Street.

Coshocton—Charles A. Brode, moved to new location.

East Youngstown — East Youngstown Electric Supply Company, Gordon and Twelfth Streets.

Hamilton — Spoerl Hardware Company. Hardware, building supplies, electrical supplies and fixtures. Samuel F. Spoerl, John E. Spoerl and B. R. Milliken.

Port Clinton—Velliquette Brothers.

Wadsworth (Medina County) — W. S. Bicksley Electric Company. Old concern, recently incorporated.

West Alexandria (Preble County)—R. B. Electric Company. P. A. Saylis and others.

OREGON

Forest Grove (Wash. County)—Electro Kraftsmen. Enoch J. Will and others.

Portland—Hurley Machine Company, new branch at Fifth and Morrison Streets. Headquarters in Gasco Building.

PENNSYLVANIA

Allentown—M. E. Bortz, 127 North Poplar Street.

Hanover—Herbert D. Beck, 430 Locust Street.

Lancaster — Russell Stauffer, 212-214 North Queen Street.

McSherrystown (Adams County)—J. P. Dalton, Third Street.

Palmerton (Carbon County)—Ray Sourwine, Delaware Avenue.

Philadelphia—The Gift Shop, 3603 Germantown Avenue.

Hirsh's, 2563 Germantown Avenue.

Sam Lane, 1325 North Broad Street. Radio supplies.

Market Street Radio Supply Company, 306 Market Street.

New York Radio Company, 302 Market Street. Hart and Myerson, proprietors.

Harry Norton, 3 North Seventh Street.

Philadelphia Radio Company, enlarging quarters at 437-439 Market Street.

The Radioelectric Company, 5630 North Fifth Street.

Michael Rudolph, 514 Market Street.

Pittsburgh—Airo Electric Appliance Company. G. M. Sullivan, McKeesport, (Pa.) and others.

Washington—Eclipse Electrical Supply Store, moved to West Hallam and Shirls Avenue. W. A. Leyda, proprietor.

Gamble Electric Company, 71 West Chestnut Street, Walter and Charles Gamble, proprietors.

RHODE ISLAND

Providence—Narragansett Electric Lighting Company, new branch at 1499 Broad Street.

Star Electric Co., 290½ Eddy Street. Morris F. Kleigermann, general manager.

Woonsocket—Emile Lussier, 123 Rebekah Street.

SOUTH CAROLINA

Columbia—C. C. Weir, moved to 1807 Main Street.

Greenville—George Barr Electric Company, 1135 West North Street. Service shop only; maintenance and repair work. Elliott R. Harbin.

SOUTH DAKOTA

Seneca (Faulk County)—W. W. Wales, successor to Dixon Telephone Company.

A. E. Jensen.

TENNESSEE

Etowah (McMinn County)—Clay Swaim and Ed. Heren, successors to Etowah Tin & Plumbing Company.

Trenton (Gibson County)—J. D. Maitland.

Union City (Obion County) — Electric Service Company.

TEXAS

Big Spring (Howard County)—L. L. Coleman Electric Company, 202 East Second Street.

Houston — Read Electrical Company, moved to 715 Capitol Avenue. J. W. Read, proprietor.

Marshall (Harrison County) — Eugene Hilliard, East Austin Street.

San Antonio—The Radio Shop, moved to 407 Main Street.

WASHINGTON

Cashmere (Chelan County) — Kenneth Paton. Adding radio department to garage business.

WEST VIRGINIA

Huntington—Wallace Electric Company, 412 Fifth Street. Joseph Wallace, proprietor.

Milton (Cabell County)—Electrical Installations, Jordan Building, Main Street. Eades and Harshbarger, proprietors.

Welch (McDowell County)—Welch Hardware & Supply Company, Thornburg and England, proprietors. Successors to McNary-Johnson Company.

WISCONSIN

Appleton (Outagamie County) — Langstadt Electric Company.

Meyer Company, successor to Langstadt Meyer Company.

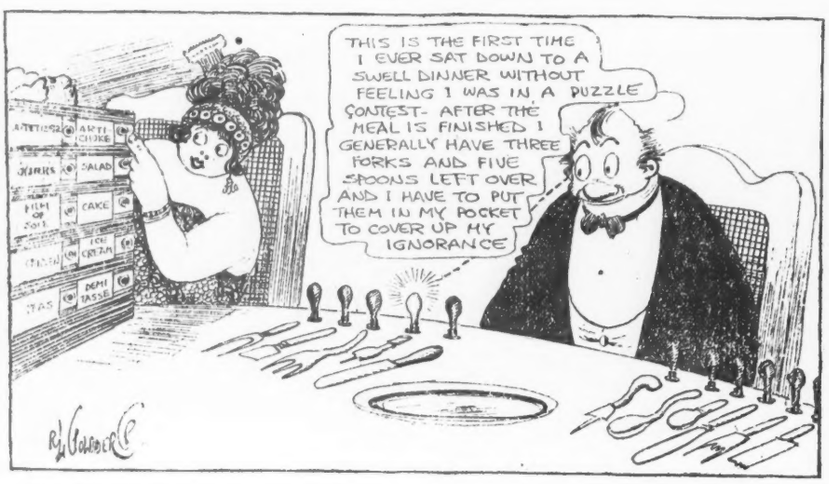
Ashland—H. A. Davis.

Kewaskum (Washington County) — Harold Petri, successor to P. J. Haug and N. W. Rosenheimer.

Marion (Waupaca County)—Marion Electric Supplies Company. F. Josslyn and others.

Oshkosh — Harry E. Prong, 286 Main Street.

One of Civilization's Greatest Problems Solved at Last—Electrically, of Course



"All the hostess has to do is press a button and the guests know which weapon to use next. Watch for the electric-light signal and you can't pull a bone," advises cartoonist Goldberg in a recent issue of the New York *Evening Mail.*